

# Disruptive Demographics: Implications for Higher Education Institutions



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# OVERVIEW

- Demographic Trends
- Challenges & Opportunities
- Discussion



# what CENSUS 2010 will REVEAL



September 2015

# American Community Survey

*Information Guide*



U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](http://census.gov)

United States<sup>™</sup>  
**Census**  
Bureau



# 6 DISRUPTIVE TRENDS

- The South Rises – Again
- The Browning of America
- Marrying Out is “In”
- The Silver Tsunami is About to Hit
- The End of Men?
- Cooling Water from Grandma’s Well...  
and Grandpa’s Too!

# **People on the Move**

**The South Rises—Again!**



# **The South**

## **Continues To Rise**

**...Again!**



# **SOUTH'S SHARE OF U.S. NET POPULATION GROWTH, SELECTED YEARS, 1910-2010**

<b>Years</b>	<b>U.S. Absolute Population Change</b>	<b>South's Absolute Population Change</b>	<b>South's Share of Change</b>
1910-1930	30,974,129	8,468,303	27%
1930-1950	28,123,138	9,339,455	33%
1950-1970	51,886,128	15,598,279	30%
1970-1990	45,497,947	22,650,563	50%
1990-2010	60,035,665	29,104,814	49%



# U.S. POPULATION CHANGE BY REGION, 2000-2010

Region	2010 Population	Absolute Population Change, 2000-2010	Percent Population Change, 2000-2010
U.S.	309,050,816	26,884,972	9.5%
Northeast	55,417,311	1,753,978	3.3%
Midwest	66,972,887	2,480,998	3.0%
South	114,555,744	14,318,924	14.3%
West	72,256,183	8,774,852	13.8%

# SHARES OF NET POPULATION GROWTH BY REGION, 2000-2010

Absolute Population

Region	Change	Percent of Total
UNITED STATES	26,884,972	100.0
NORTHEAST	1,753,978	6.0
MIDWEST	2,480,998	9.0
SOUTH	14,318,924	53.0
WEST	8,774,852	32.0

# NET MIGRATION TRENDS, 2000-2008

	Northeast	Midwest	South	West
Total	-1,032	-2,008	+2,287	+46
Black	-346	-71	+376	+41
Hispanic	-292	-109	+520	-117
Elderly	-115	+42	+97	-27
Foreign born	-147	-3	+145	+3



= Net Import



= Net Export



# STATE SHARE OF SOUTH'S NET GROWTH, 2000-2010

Region/State	Absolute Change	State's Share
The South	14,318,924	100.0%
Texas	4,293,741	30.0%
Florida	2,818,932	19.7%
Georgia	1,501,200	10.5%
North Carolina	1,486,170	10.4%
Other Southern States	4,218,881	29.4%

# GROSS AND NET MIGRATION FOR THE SOUTH, 2004-2010

## The Region

Years	Domestic			Foreign		
	In	Out	Net	In	Out	Net
2004-2007	4,125,096	3,470,431	654,665	268,619	132,382	136,237
2007-2010	3,874,414	3,477,899	396,525	232,501	132,201	100,300

## Florida

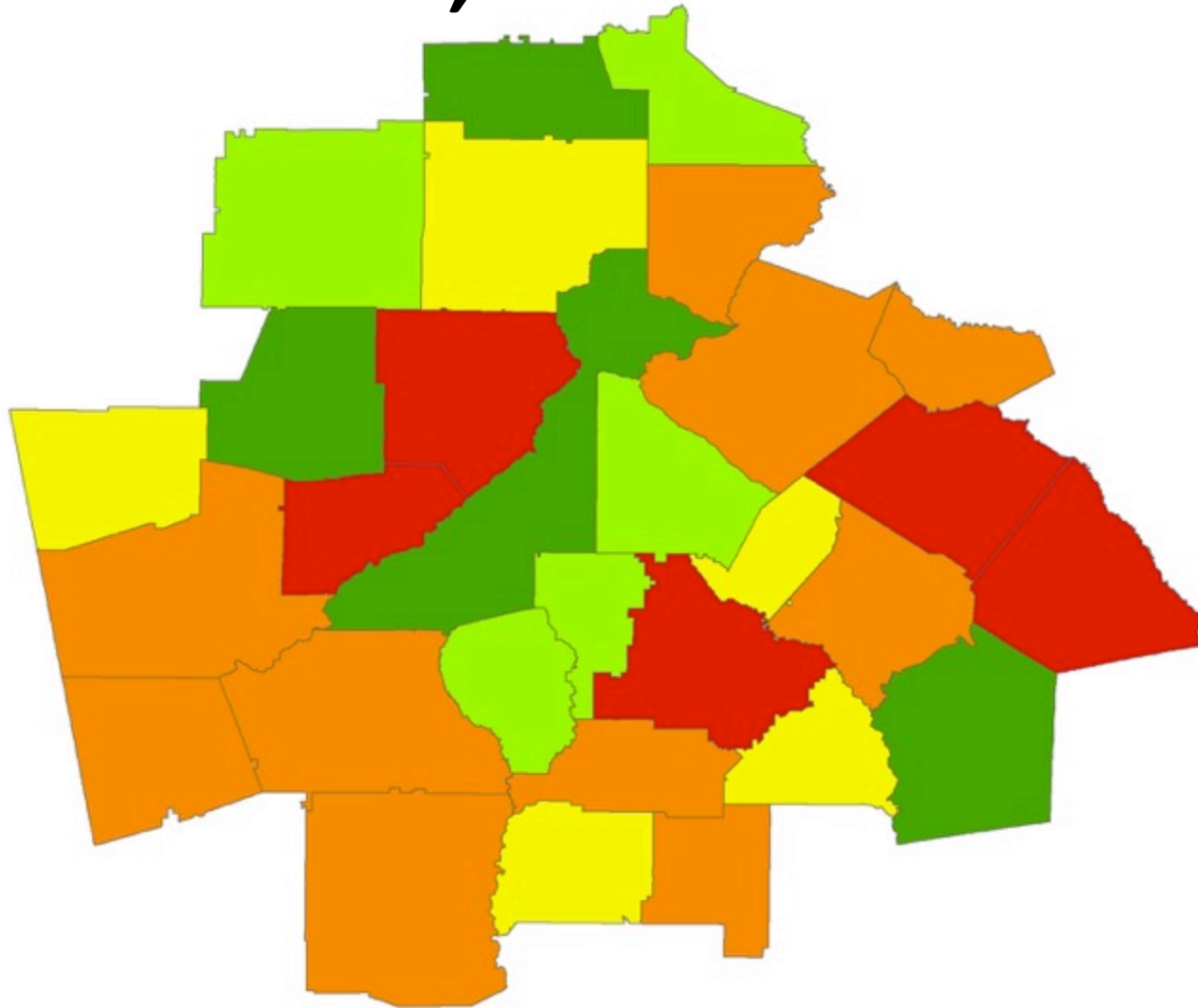
Years	Domestic			Foreign		
	In	Out	Net	In	Out	Net
2004-2007	812,053	630,051	182,002	41,745	24,108	17,637
2007-2010	654,931	668,087	-13,156	33,095	32,094	1,001

# Absolute and Percent Population Change, 2000-2010

Area	2010 Population	Absolute Change 2000-2010	Percent Change 2000-2010
U.S.	308,745,538	27,323,632	9.7%
South	114,555,744	14,318,924	14.3%
Georgia	9,687,653	1,501,200	14.2%
Atlanta MSA	5,268,860	1,005,422	23.6%



# Population Change by County, Atlanta MSA, 2000 - 2010



Source: U.S. Decennial Census, 2000 and 2010

# U.S. POPULATION CHANGE BY REGION, 2010-2014

Region	2014 Population	Absolute Population Change, 2010-2014	Percent Population Change, 2010-2014
U.S.	318,857,056	10,098,951	3.3%
Northeast	56,152,333	833,985	1.5%
Midwest	67,745,108	815,210	1.2%
South	119,771,934	5,208,983	4.5%
West	75,187,681	3,240,773	4.5%

# SHARES OF NET POPULATION GROWTH BY REGION, 2010-2014

Absolute Population

Region	Change	Percent of Total
UNITED STATES	10,098,951	100.0
NORTHEAST	833,985	8.3
MIDWEST	815,210	8.1
SOUTH	5,208,983	51.6
WEST	3,240,773	32.1



# STATE SHARES OF SOUTH'S NET GROWTH, 2010-2014

Region/State	Absolute Change	State's Share
The South	5,208,983	100.0%
Texas	1,810,854	34.8%
Florida	1,088,674	20.9%
Georgia	408,662	7.8%
North Carolina	408,273	7.8%
Virginia	325,265	6.2%
Other Southern States	1,167,255	22.4%

# Absolute and Percent Population Change, 2010-2014

Area	2014 Population	Absolute Change 2010-2014	Percent Change 2010-2014
U.S.	318,857,056	10,098,951	3.3%
South	119,771,934	5,208,983	4.5%
Georgia	10,097,343	409,690	4.2%
Atlanta MSA	5,614,323	310,035	5.8%

# **Balance of Population Change Equation**

- **Population Change = In-Flows – Out-Flows**

where

In-flows = [Births + In-Migrants]

&

Out-Flows = [Deaths + Out-Migrants]



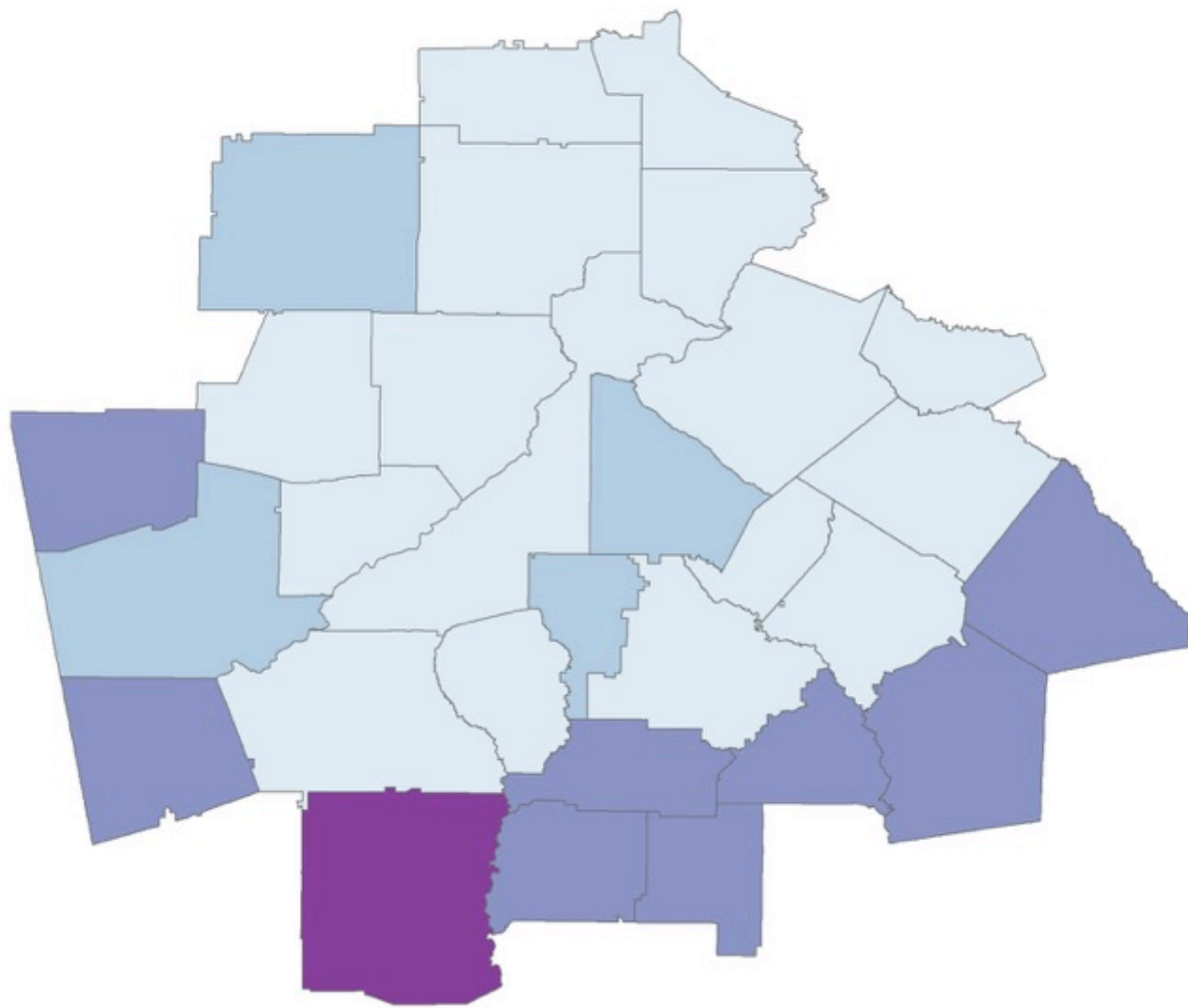
# Typology of Communities

Demographic Experience	Drivers
Balanced Growth	Births exceed deaths and in-migration exceeds out-migration.
Natural Growth	Out-migration exceeds in-migration but this population loss is offset by an excess of births over deaths.
Migration Magnets	Deaths exceed births but population loss is averted because in-migration exceeds out-migration.
Dying	Deaths exceed births and out-migration exceeds in-migration, resulting in population loss.
Biologically Declining	In-migration exceeds out-migration but his net migration is not substantial enough to offset an excess of deaths over births
Emptying Out	Births exceed deaths but out-migration exceeds in-migration, resulting in net population loss

# Types of Communities in Atlanta MSA 2010-2013

Type of Community	Number
Balanced Growth	16
Natural Growth	4
Migration Magnet	0
Emptying Out	8
Dying	1
Biologically Declining	0

# Typology of County Population Change, Atlanta MSA, 2010 - 2013



## Typology





**Two 'colorful' demographic  
processes are drivers of change**

**Browning & Graying of America**

# **The “Browning” of America**

Immigration-driven population  
change

# Legal Immigration to United States

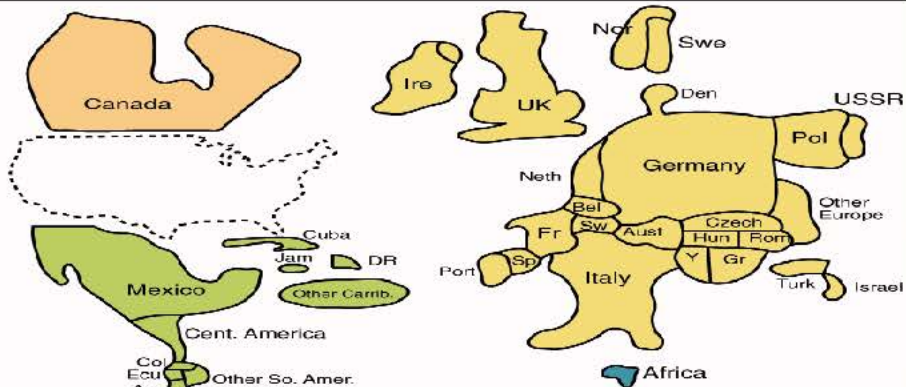
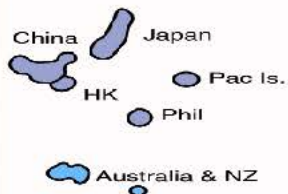
**1921-1960**

*40 years*

Area Proportional to  
Number of Immigrants

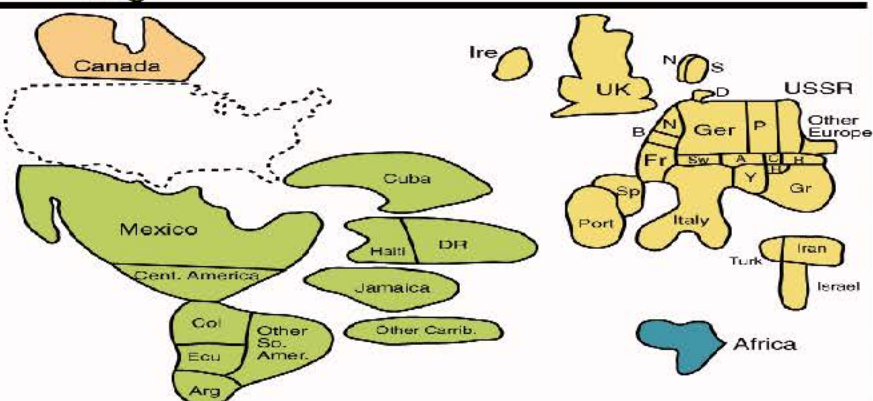
□ 10,000

□ 100,000



**1961-1986**

*16 years*



**1987-1998**

*12 years*





# The Numbers

## Legal Immigrants

Year	Annual Flow
1920-1961	206,000
1961-1992	561,000
1993-1998	800,654
1999-2004	879,400
2005-2008	1,137,000
2009-2012	1,067,000

## Refugees, Parolees, Asylees

Year	Annual Flow
1961-1993	65,000
1994-1998	107,000
1999-2004	85,500
2005-2008	75,000
2009-2012	92,500

# The Numbers Cont'd

## • Illegal Immigrants

- 300,000 to 400,000 annually over the past two decades
- Three million granted amnesty in 1986
- 2.7 million illegal immigrants remained after 1986 reforms
- October 1996: INS estimated there were 5 million illegal immigrants in U.S.
- Since August 2005: Estimates of illegal population have ranged between 7 million and 15 million
- Today: An estimated 11.5 million unauthorized immigrants reside in U.S.

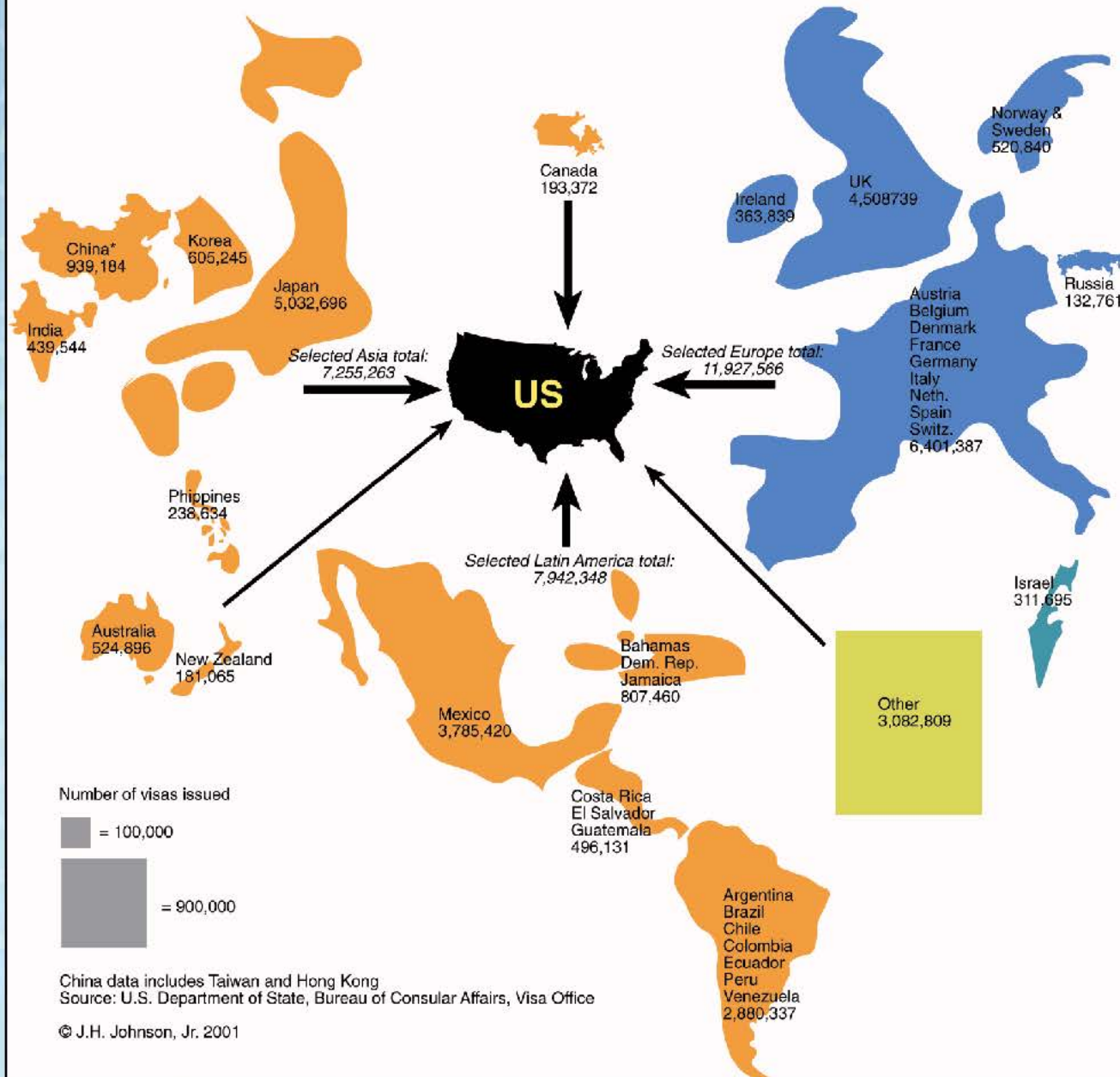
# NON-IMMIGRANTS ADMITTED TO UNITED STATES, SELECTED YEARS, 1981-2011

Year	All Classes	Exchange Visitors	Academic & Vocational Students
1981	11,756,903	108,023 (1%)	271,861 (2%)
1985	9,539,880	141,213 (1%)	285,496 (3%)
1990	17,574,055	214,644 (1%)	355,207 (2%)
1995	22,640,540	241,364 (1%)	395,480 (2%)
2000	33,690,082	351,743 (1%)	699,953 (2%)
2001	32,824,088	389,435 (1%)	741,921 (2%)
2002	27,907,139	370,176 (1%)	687,506 (2%)
2008	39,381,928	506,138 (1%)	917,373 (2%)
2011	53,082,286	526,931 (1%)	1,702,730 (3%)

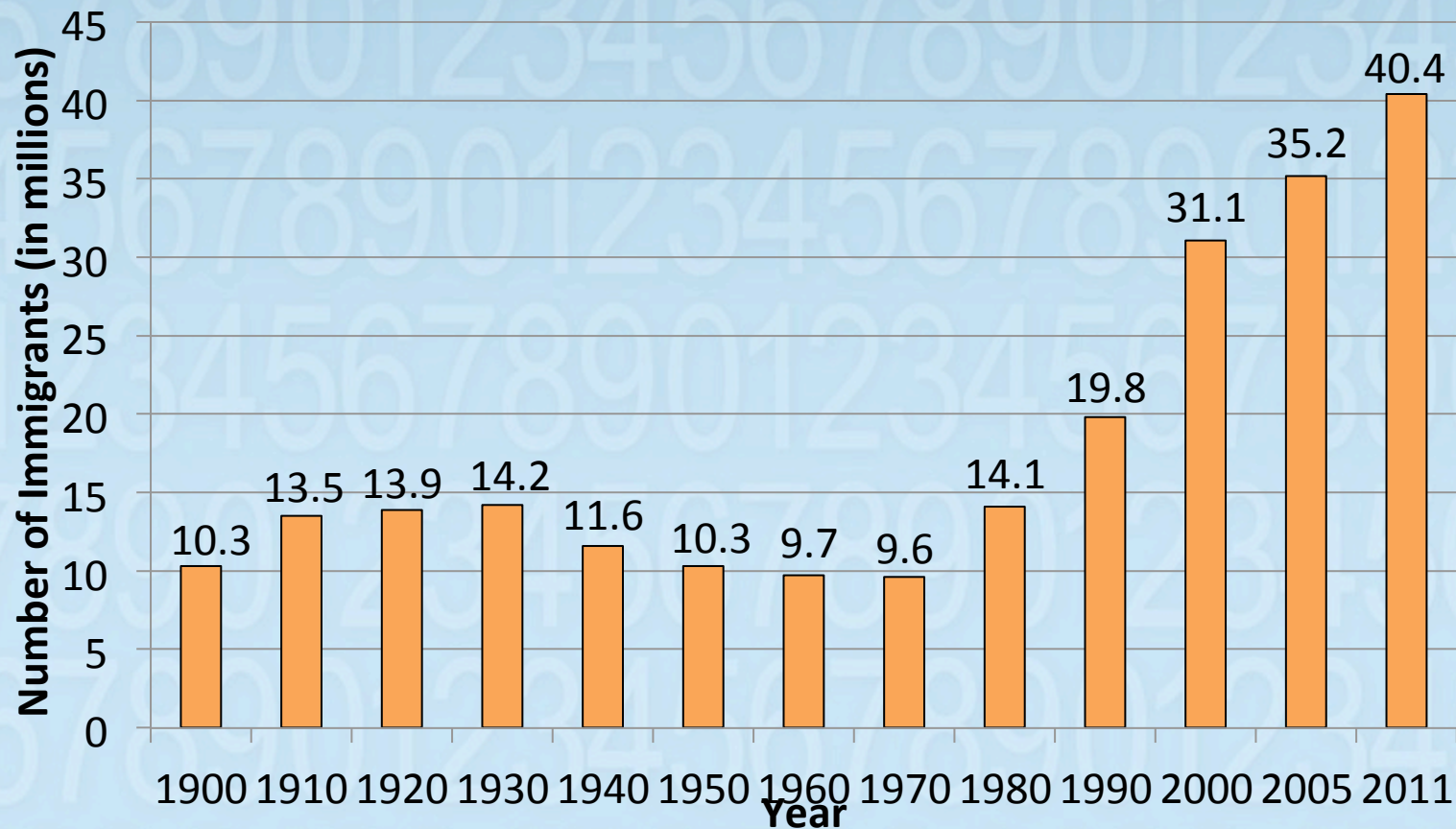


# Non-Immigrants Arriving in United States by County of Citizenship, 1999

(Issuance of Non-residence visas, fiscal year 1999)



# U.S. Immigrant Population, 1900-2011



# U.S. Foreign Born Population by Race/Ethnicity, 2011

Race/Ethnicity	Foreign Population	Share of Total (%)
Total	40,381,574	100.0
Hispanic	18,788,300	46.5
White Alone, not Hispanic	7,608,236	18.8
Black Alone, not Hispanic	3,130,348	7.8
Asian Alone, not Hispanic	9,988,159	24.7
Other Alone, not Hispanic	866,531	2.1



# U.S. POPULATION CHANGE BY RACE & ETHNICITY, 2000-2010

Race	2010 Population	Absolute Change 2000 – 2010	Percentage Change 2000 - 2010
Total	308,745,538	27,323,632	9.7%
Non-Hispanic	258,267,944	12,151,856	4.9%
White	196,817,552	2,264,778	1.2%
Black	37,685,848	3,738,011	11.0%
AI/AN	2,247,098	178,215	8.6%
Asian	14,465,124	4,341,955	42.9%
NH/PI	481,576	128,067	36.2%
2 or More Races	5,966,481	1,364,335	29.6%
Hispanic	50,477,594	15,171,776	43.0%

# NON-WHITE AND HISPANIC SHARES OF POPULATION GROWTH, 2000-2010

Area	Absolute Population Change	Non-White Share	Hispanic Share
US	27,323,632	91.7	55.5
South	14,318,924	79.6	46.4
Texas	4,293,741	89.2	65.0
Florida	2,818,932	84.9	54.7
Georgia	1,501,206	81.0	27.9
North Carolina	1,486,170	61.2	28.3

# MEDIAN AGE OF U.S. POPULATION BY RACE, HISPANIC ORIGIN & GENDER, 2009

Race	Total	Male	Female
United States	36.8	35.4	38.2
White Alone	38.3	37.0	39.6
White, Non-Hispanic	41.2	39.9	42.6
Black Alone	31.3	29.4	33.3
AI/AN Alone	29.5	29.0	30.2
Asian Alone	33.6	32.6	34.6
NH/PI Alone	29.9	29.5	30.3
Two or More Races	19.7	18.9	20.5
Hispanic	27.4	27.4	27.5

# RELATIVE DISTRIBUTION OF U.S. BIRTHS BY RACE / ETHNICITY

Race/Ethnicity	1990	2008	2011
White	66%	50%	49.6%
Blacks	17%	16%	15.0%
Hispanics	15%	26%	26.0%
Other	2%	8%	9.4%

Source: Johnson and Lichter (2010); Tavernise (2011).



# ATLANTA MSA POPULATION CHANGE BY RACE & ETHNICITY, 2000-2010

Race	2010 Population	Absolute Change 2000 – 2010	Percentage Change 2000 - 2010
Total	5,268,860	1,005,422	23.6%
Non-Hispanic	4,721,460	728,677	18.2%
White	2,671,757	95,648	3.7%
Black	1,679,979	469,108	38.7%
AI/AN	10,734	2,583	31.7%
Asian	252,510	117,110	86.5%
NH/PI	2,075	716	52.7%
Some other race	13,732	5,852	74.3%
2 or More Races	90,673	37,660	71.0%
Hispanic	547,400	276,745	102.3%

# Median Age and Fertility Rates for Females in Atlanta MSA, 2009-2013

Demographic Group	Median Age	Fertility/1000 women*
All Females	36.0	58
White, Not Hispanic	40.9	52
Black	33.4	55
American Indian & Alaskan Native	33.9	50
Asian	34.2	64
Native Hawaiian & Pacific Islander	28.8	49
Some other race	25.1	97
Two or more races	19.5	59
Hispanic	25.8	91
Native Born	35.3	53
Foreign Born	38.4	83

Source: [www.census.gov](http://www.census.gov)

\*Women 15 to 50 with births in past  
12 months.

# RELATIVE DISTRIBUTION OF U.S. POPULATION BY RACE / ETHNICITY

Race/Ethnicity	2005	2050
White	67%	47%
Blacks	12.8%	13%
Hispanics	14%	29%
Asian	5%	9%

Source: Pew Research Center, 2008 \*projected.

# **The “Graying” of America**

The Silver Tsunami is about to hit



# **Key Drivers**

- **Changes in Longevity**
- **Declining Fertility**
- **Aging of Boomer Cohort**

# U.S. LIFE EXPECTANCY AT BIRTH

YEAR	AGE
1900	47.3
1930	59.7
1960	69.7
1997	76.5
2007	77.9
2010	78.3
<b>2030</b>	<b>101.0</b>

# Centenarians in the U.S.

Year	Number
1950	2,300
2010	79,000
2050	601,000

# COMPLETED FERTILITY FOR WOMEN 40 - 44 YEARS OLD

Year	Percent Childless	Avg. Number of Children	Percent Higher Order Births*
2006	20	1.9	28
1976	10	3.1	59

\*Three or more Children



# TOTAL FERTILITY RATES FOR U.S. WOMEN BY RACE/ ETHNICITY, 2012

Race/Ethnicity

Total Fertility Rate

All Races	1.88
Hispanic	2.18
Non-Hispanic White	1.76
Blacks	1.90
Asian	1.77
Native American	1.35

# U.S. POPULATION CHANGE BY AGE, 2000-2010

Age	2010	Absolute Change 2000 - 2010	Percentage Change 2000 - 2010
<25	104,853,555	5,416,289	5.4%
25-44	82,134,554	-2,905,697	-3.4%
45-64	81,489,445	19,536,809	31.5%
65+	40,267,984	5,276,231	15.1%
TOTAL	308,745,538	27,323,632	9.7%

# U.S. POPULATION TURNING 50, 55, 62, AND 65 YEARS OF AGE, (2007-2015)

	Age 50	Age 55	Age 62	Age 65
Average Number/Day	12,344	11,541	9,221	8,032
Average Number/Minute	8.6	8.0	6.4	5.6

# Absolute and Percent Population Change by Age, 2000-2010

Age	United States	Atlanta MSA
All Ages	27,323,632 (9.7%)	1,005,422 (23.6% )
<25	5,416,292 (5.4%)	341,205 (22.2%)
25-44	-2,905,697 (-3.4%)	89,166 (5.9%)
45-64	19,536,809 (31.5%)	431,888 (48.4%)
65+	5,276,231 (15.1%)	143,163 (43.6%)



# **The Multigenerational Workforce**

# Multi-Generational Diversity

Generation	Birth Years	Current Ages	Est. Workforce Participation in 2013*
Veterans Traditionalists WWII Generation Silent Generation	1922-1945	70-93	5% (7M)
Baby Boomers “Boomers”	1946-1964	51-69	38% (60M)
Generation X Baby Busters	1965-1980	35-50	32% (51M)
Generation Y Millennials	1981-2000	15-34	25% (40M)

# **Succession Planning & Accommodations for Elder Care**

**Organizational Game Changers!**



# Signs of Global Aging

- Japan sells more adult diapers than baby diapers.
- Vancouver outlaws use of door knobs in all new construction, including private homes.
- China grappling with the 4-2-1 problem.
- Census Benchmark for White Americans: More Deaths than Births (Roberts, 2013).



# **Family Life is Changing**

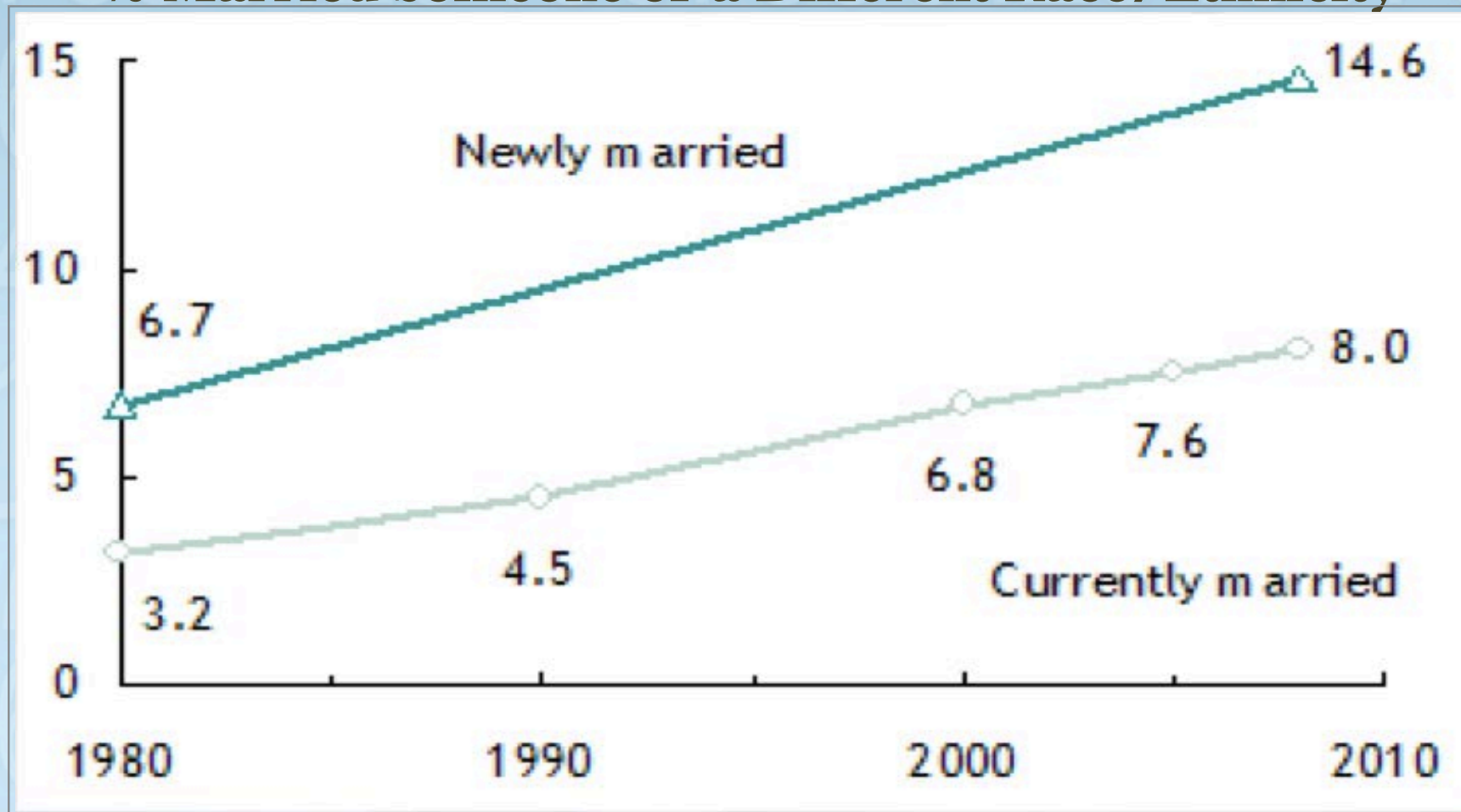
Ozzie and Harriet are no longer  
the norm!

# Marrying Out



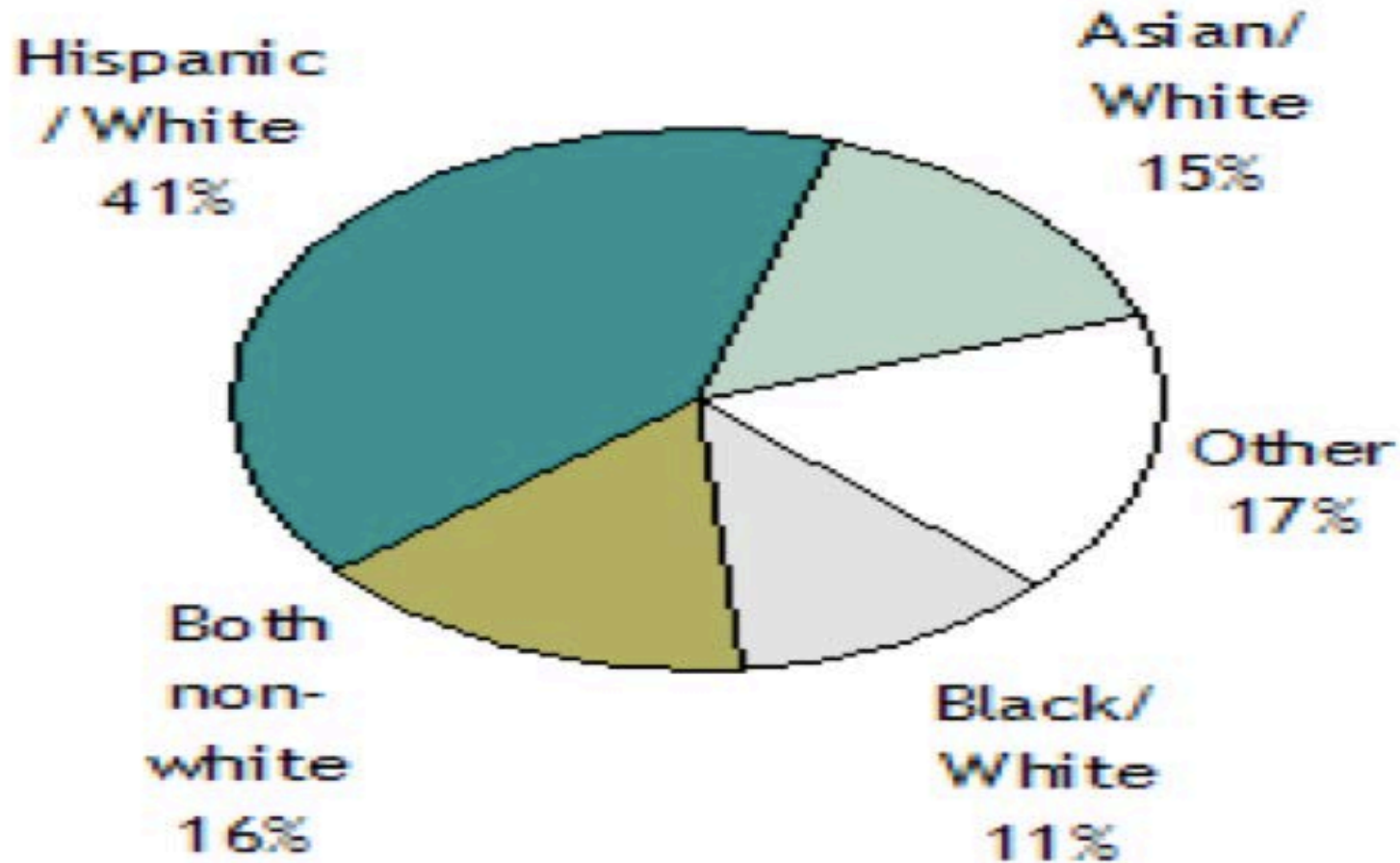
# INTERMARRIAGE TREND, 1980-2008

% Married Someone of a Different Race/Ethnicity



# INTERMARRIAGE TYPES

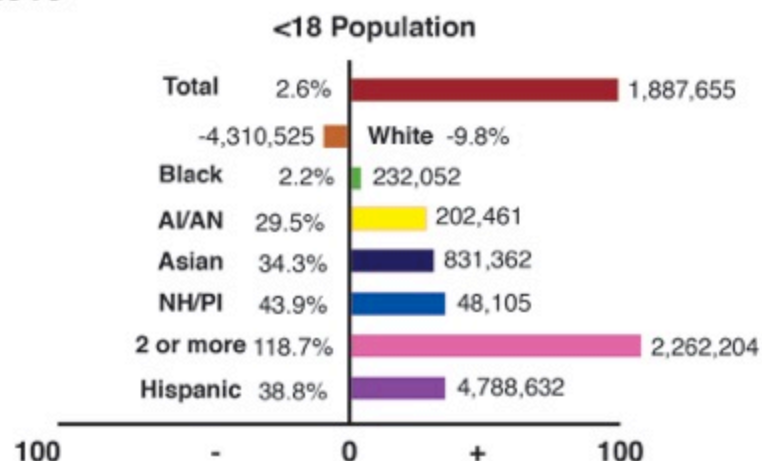
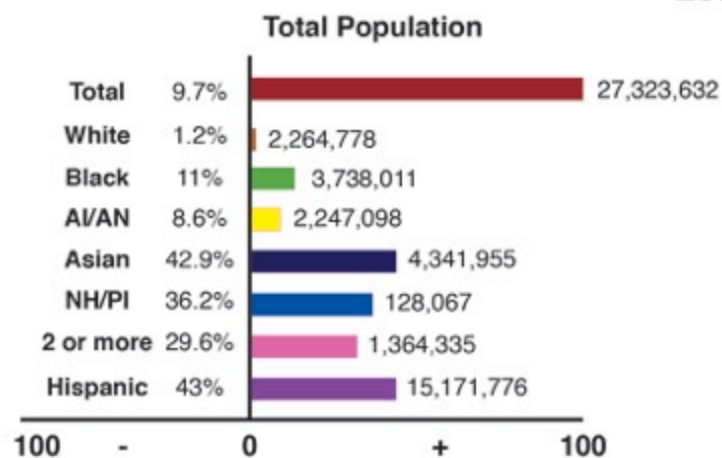
Newly Married Couples in 2008



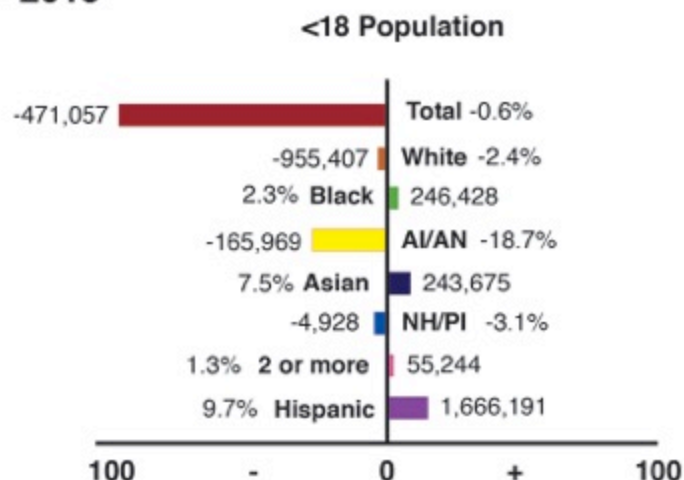
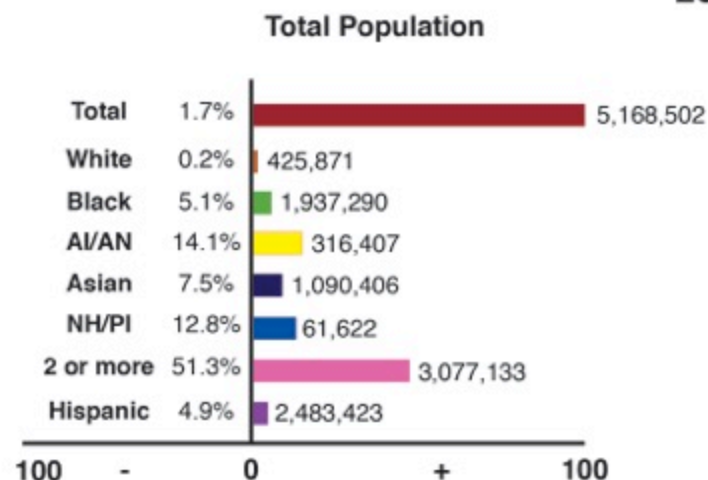


# Absolute and Percent Population Change by Race/Ethnicity, 2000-2010 and 2010-2013

2000 - 2010



2010 - 2013



Source: Census 2000, Census 2010, and ACS 2012

**Living Arrangements  
are more diverse ...**

**And Interesting!**

# **COOLING WATERS FROM GRANDMA'S WELL**

**And Grandpa's Too!**

## **Children Living in Non-Grandparent and Grandparent Households, 2001-2010**

<b>Household Type</b>	<b>Absolute Number 2010</b>	<b>Absolute Change 2001-2010</b>	<b>Percent Change 2001-2010</b>
<b>All</b>	<b>74,718</b>	<b>2,712</b>	<b>3.8</b>
<b>No Grandparents</b>	<b>67,209</b>	<b>917</b>	<b>1.4</b>
<b>Both Grandparents</b>	<b>2,610</b>	<b>771</b>	<b>41.9</b>
<b>Grandmother Only</b>	<b>1,922</b>	<b>164</b>	<b>9.3</b>
<b>Grandfather Only</b>	<b>318</b>	<b>71</b>	<b>28.7</b>



# Children Living in Non-Grandparent and Grandparent-Headed Households by Presence of Parents, 2010

Household Type	All Children (in thousands)	Living with Both Parents	Living with Mother Only	Living with Father Only	Living with Neither parent
All	74,718	69.3%	23.1%	3.4%	4.0%
No Grandparents	67,209	73.4%	21.2%	3.3%	2.1%
Both Grandparents	2,610	18.1%	40.6%	5.2%	36.1%
Grandmother Only	1,922	13.8%	48.4%	4.5%	33.2%
Grandfather Only	318	26.4%	45.9%	4.4%	23.6%

# Couple Households with Children, 2009

Type of Couple	Number of Households with Children	Percent Own Children	Percent Unrelated Children
Married—opposite sex	23,453,504	99.6	0.4
Unmarried—opposite sex	2,493,838	86.9	13.1
Same Sex	104,949	90.2	9.8

# Same Sex Couple Households with Children, 2009

Type of Couple	Number of Households with Children	Percent Own Children	Percent Unrelated Children
Same Sex	104,949	90.2	9.8
Unmarried Male-Male	33,010	94.5	5.5
Unmarried Female-Female	71,936	88.3	11.7





# DIVERSITY RULES

**but Challenges Abound**



# **Workforce Planning and Development Challenges**

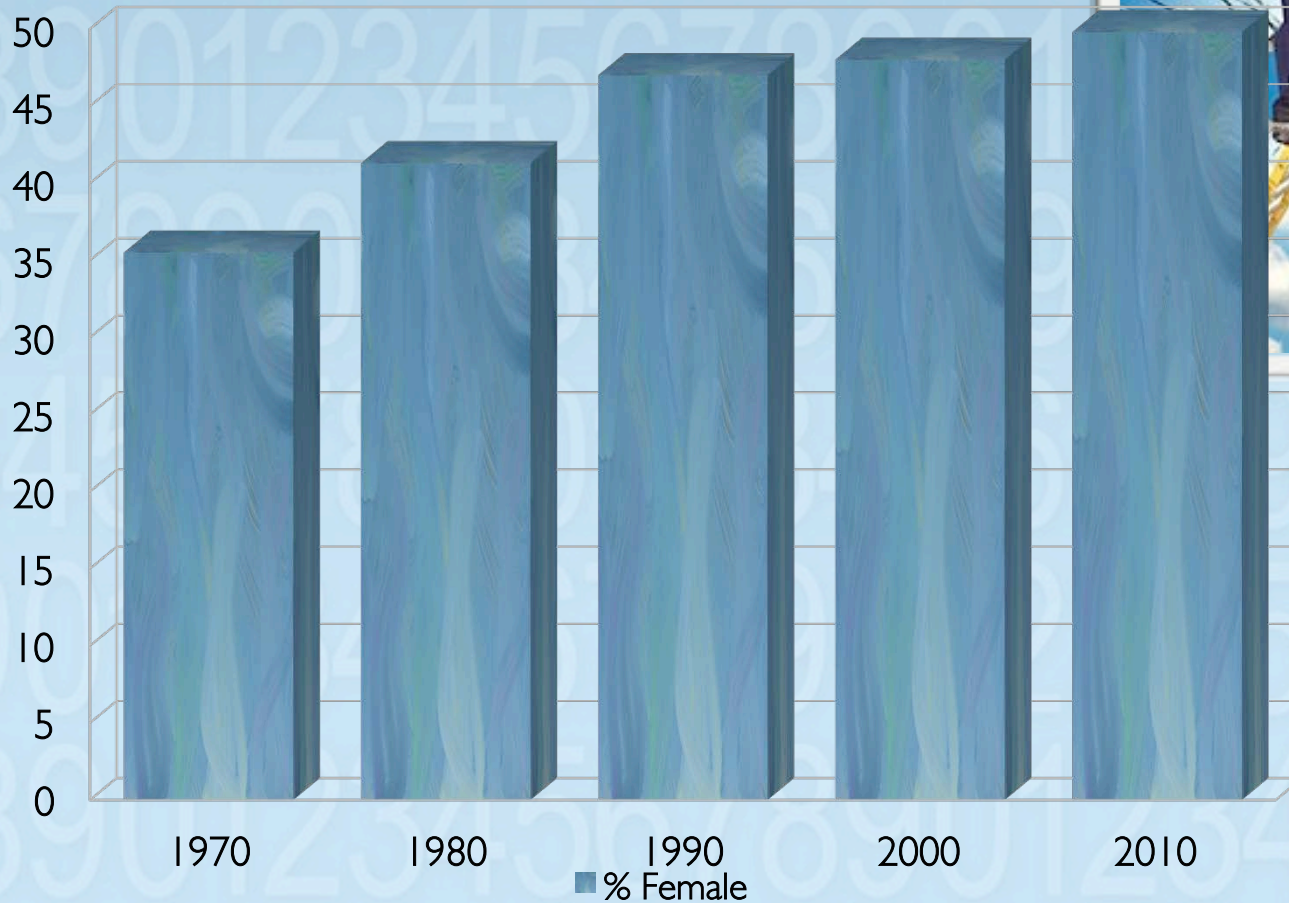
- The End of Men?
- The Triple Whammy of Geographic Disadvantage
- Education necessary, but not sufficient

# The End of Men?





# FEMALE WORKFORCE REPRESENTATION



# **JOBS LOST/GAINED BY GENDER DURING 2007 (Q4) – 2009 (Q3) RECESSION**

<b>Industry</b>	<b>Women</b>	<b>Men</b>
Construction	-106,000	-1,300,000
Manufacturing	-106,000	-1,900,000
Healthcare	+451,800	+118,100
Government	+176,000	+12,000
Total	-1,700,000	-4,700,000



# THE PLIGHT OF MEN

- Today, three times as many men of working age do not work at all compared to 1969.
- Selective male withdrawal from labor market—rising non-employment due largely to skills mismatches, disabilities & incarceration.
- The percentage of prime-aged men receiving disability insurance doubled between 1970 (2.4%) and 2009 (4.8%).
- Since 1969 median wage of the American male has declined by almost \$13,000 after accounting for inflation.
- After peaking in 1977, male college completion rates have barely changed over the past 35 years.

# COLLEGE CLASS OF 2010

DEGREE	MALE	FEMALE	DIFFERENCE
Associate's	293,000	486,000	193,000
Bachelor's	702,000	946,000	244,000
Master's	257,000	391,000	134,000
Professional	46,800	46,400	-400
Doctor's	31,500	32,900	1,400
TOTAL	1,330,300	1,902,300	572,000

# ENROLLMENT IN 2 YEAR COLLEGES, 2009

Area	Total Enrollment	Full Time Enrollment (%)	Male Enrollment (%)	Black Enrollment (%)
U.S.	20,966,826	63	43	13
Southeast Region	4,731,356	65	41	23
North Carolina	574,135	64	41	24
NC- 2 Yr Colleges	253,383	43	40	25

# UNC SYSTEM STUDENT ENROLLMENT BY GENDER AND TYPE OF INSTITUTION, 2010

Type of Institution	Total Enrollment	Male Enrollment	Percent Male
UNC System	175,281	76,953	44
Majority Serving	139,250	63,403	46
Minority Serving	36,031	13,550	38
HBU's	29,865	11,191	37



# **The Triple Whammy of Geographical Disadvantage**

**The Human Capital Challenge**

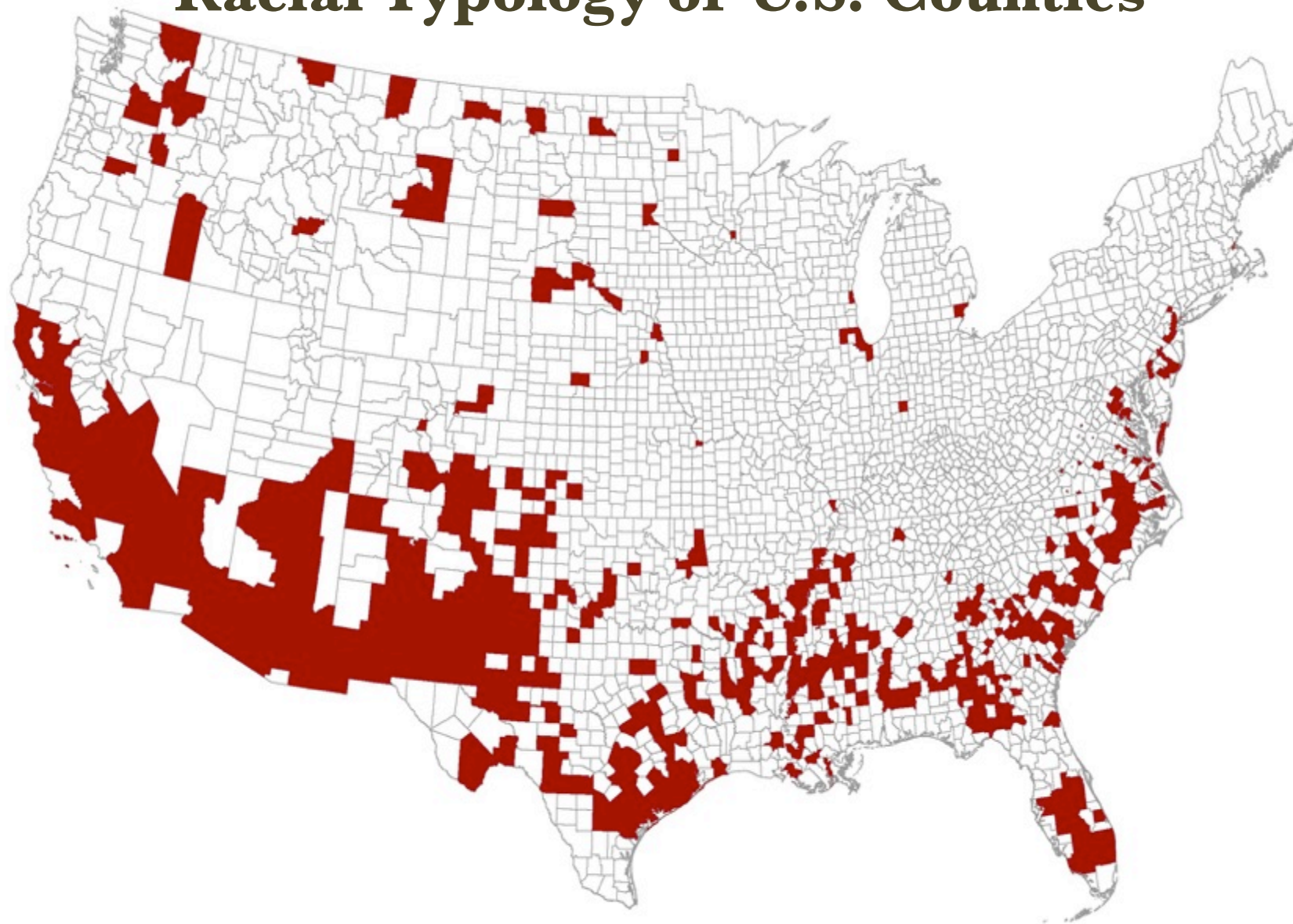
# Racial Typology of U.S. Counties



 Counties

Source: U.S. Decennial Census, 2010

# Racial Typology of U.S. Counties

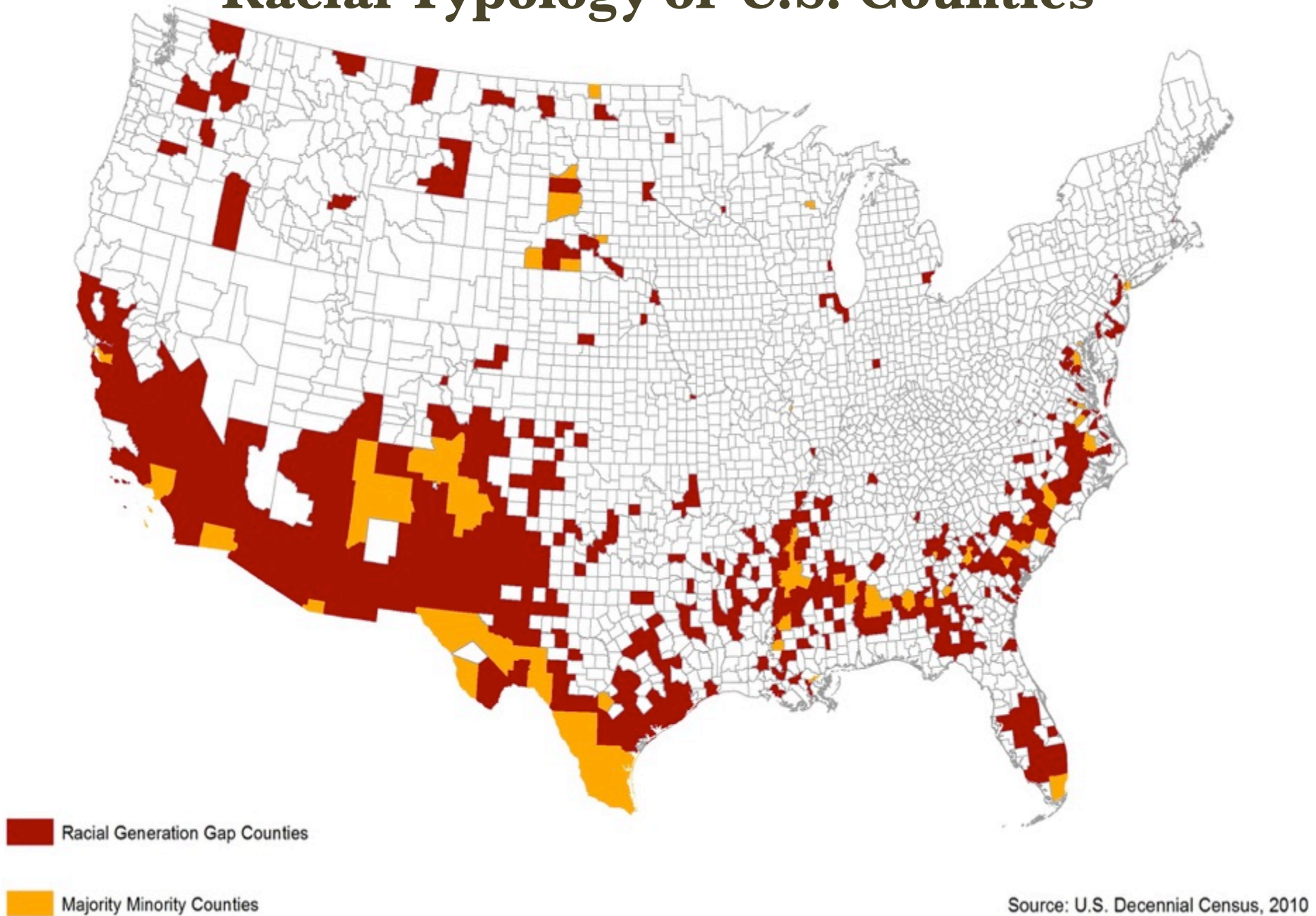


 Racial Generation Gap Counties

Source: U.S. Decennial Census, 2010

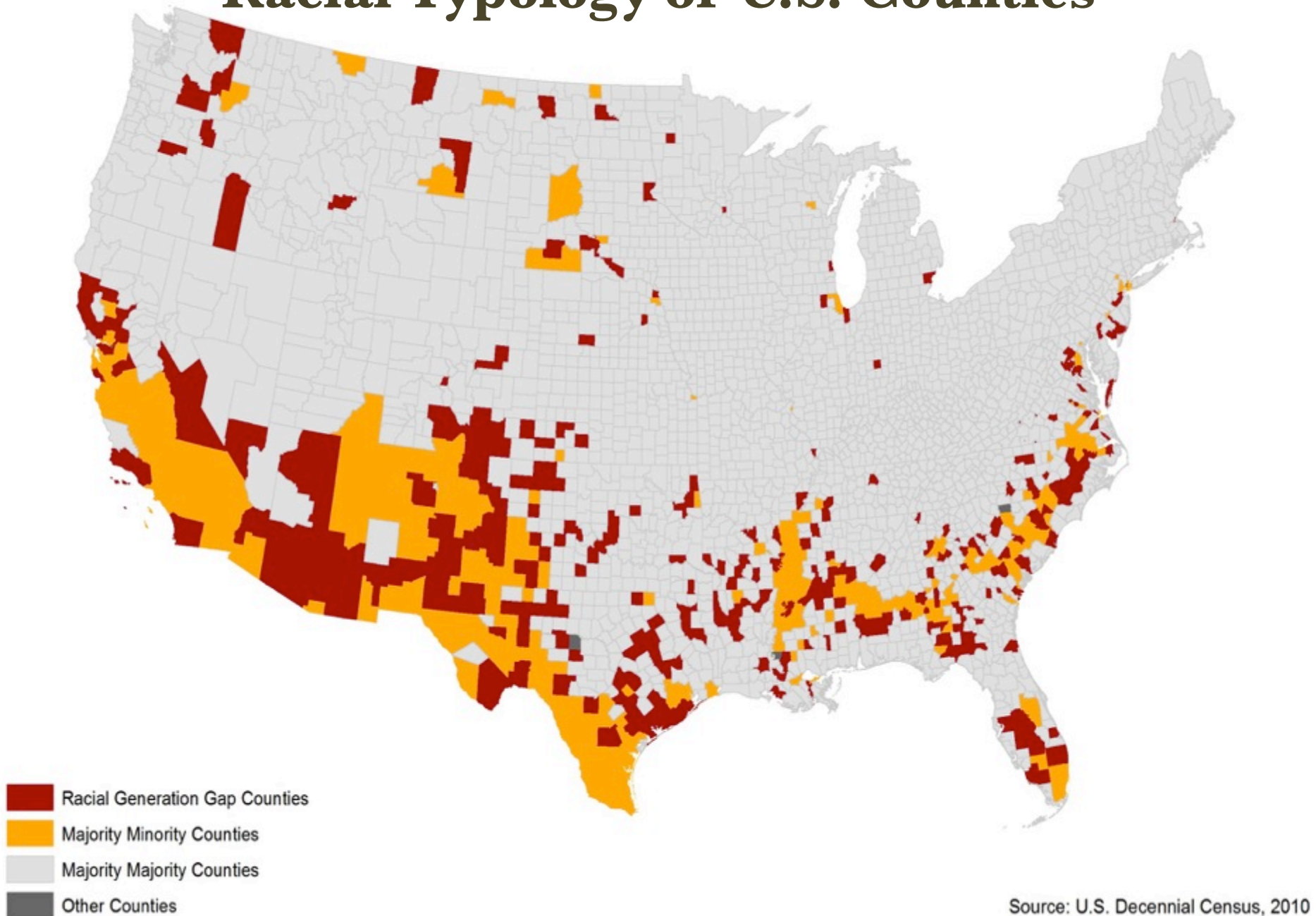


# Racial Typology of U.S. Counties

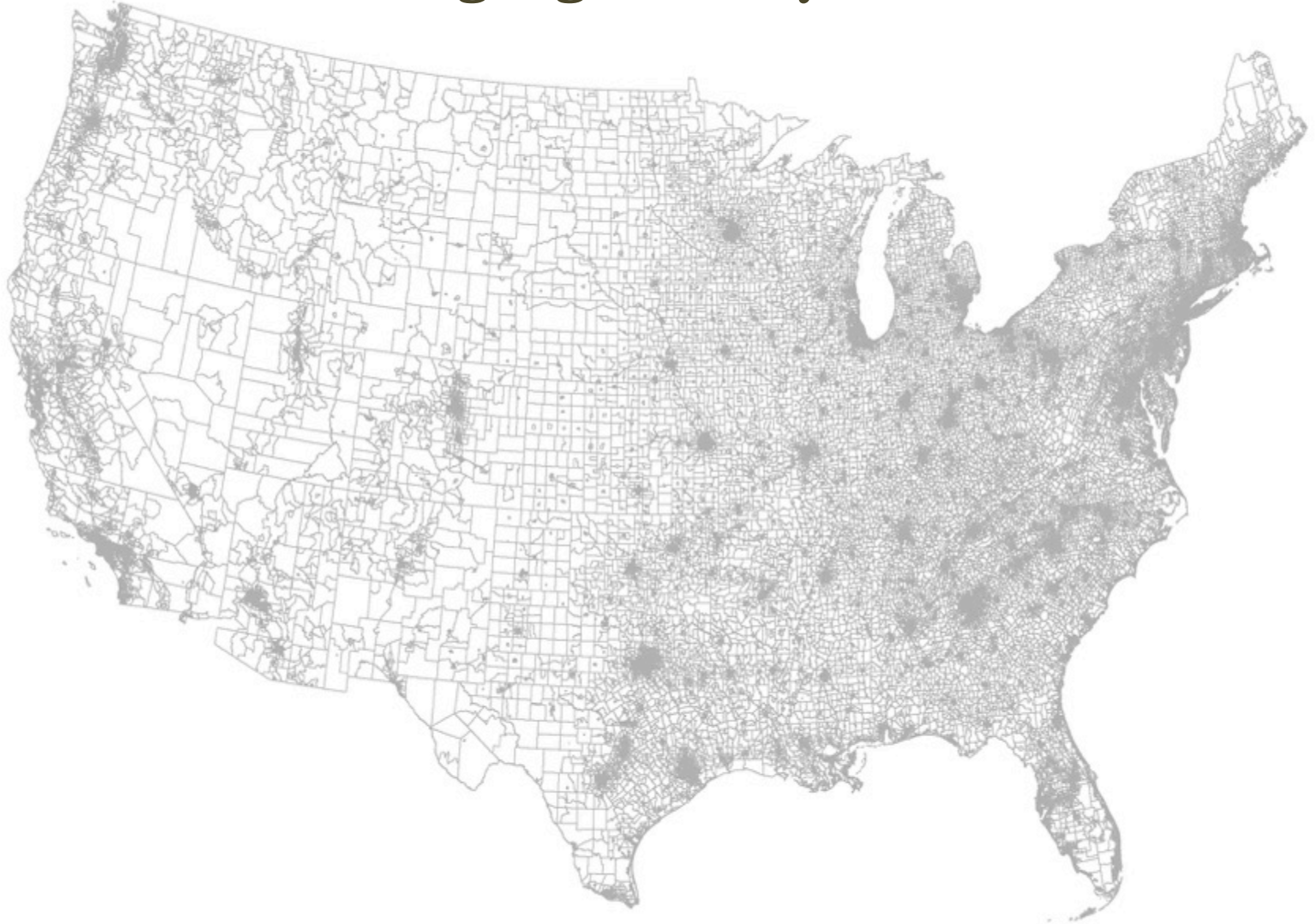




# Racial Typology of U.S. Counties



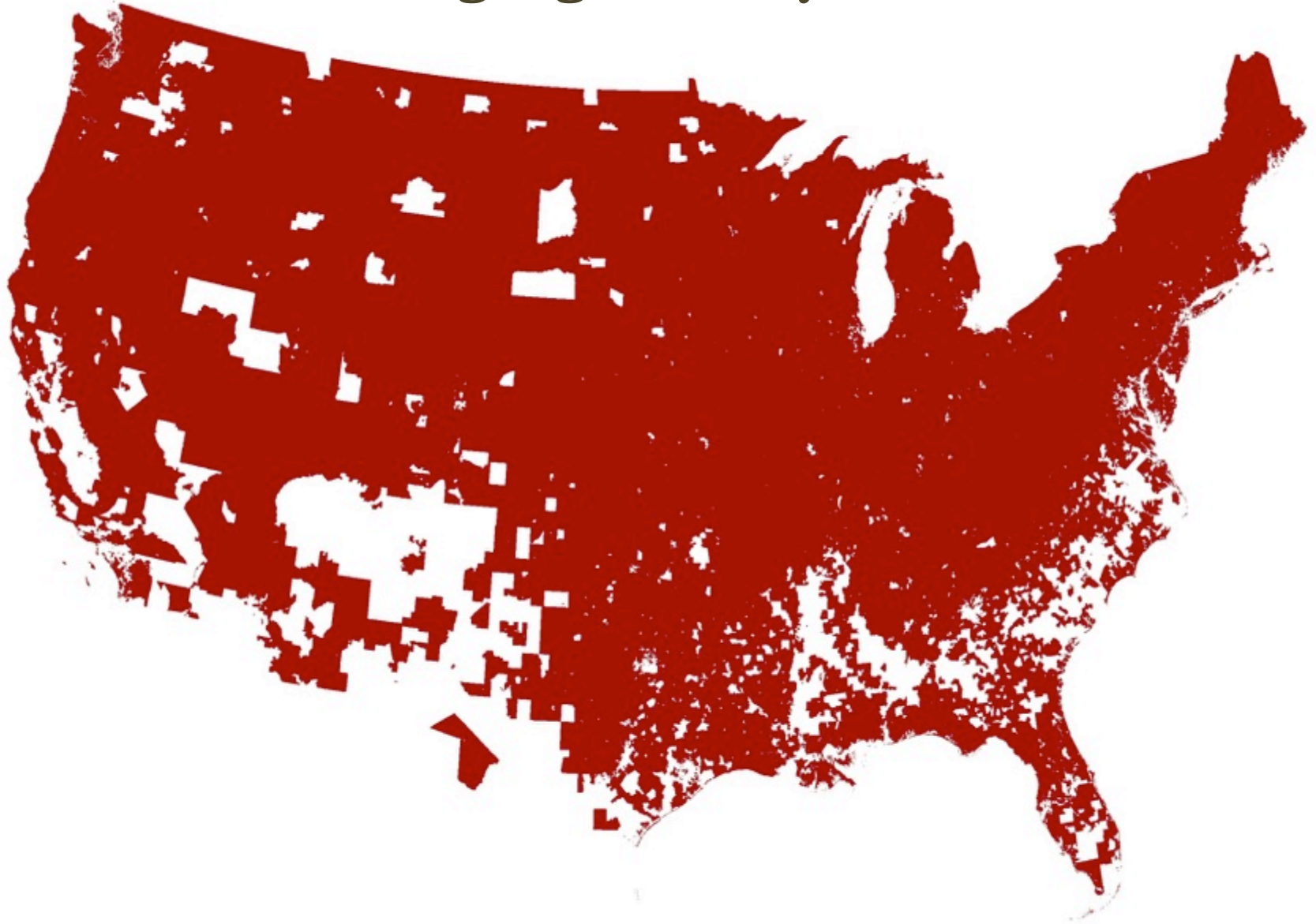
# U.S. Racial Segregation by Census Tract




 Census Tracts

Source: U.S. Decennial Census, 2010

# U.S. Racial Segregation by Census Tract

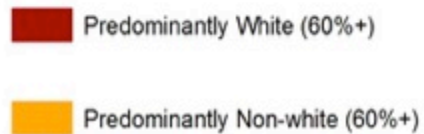
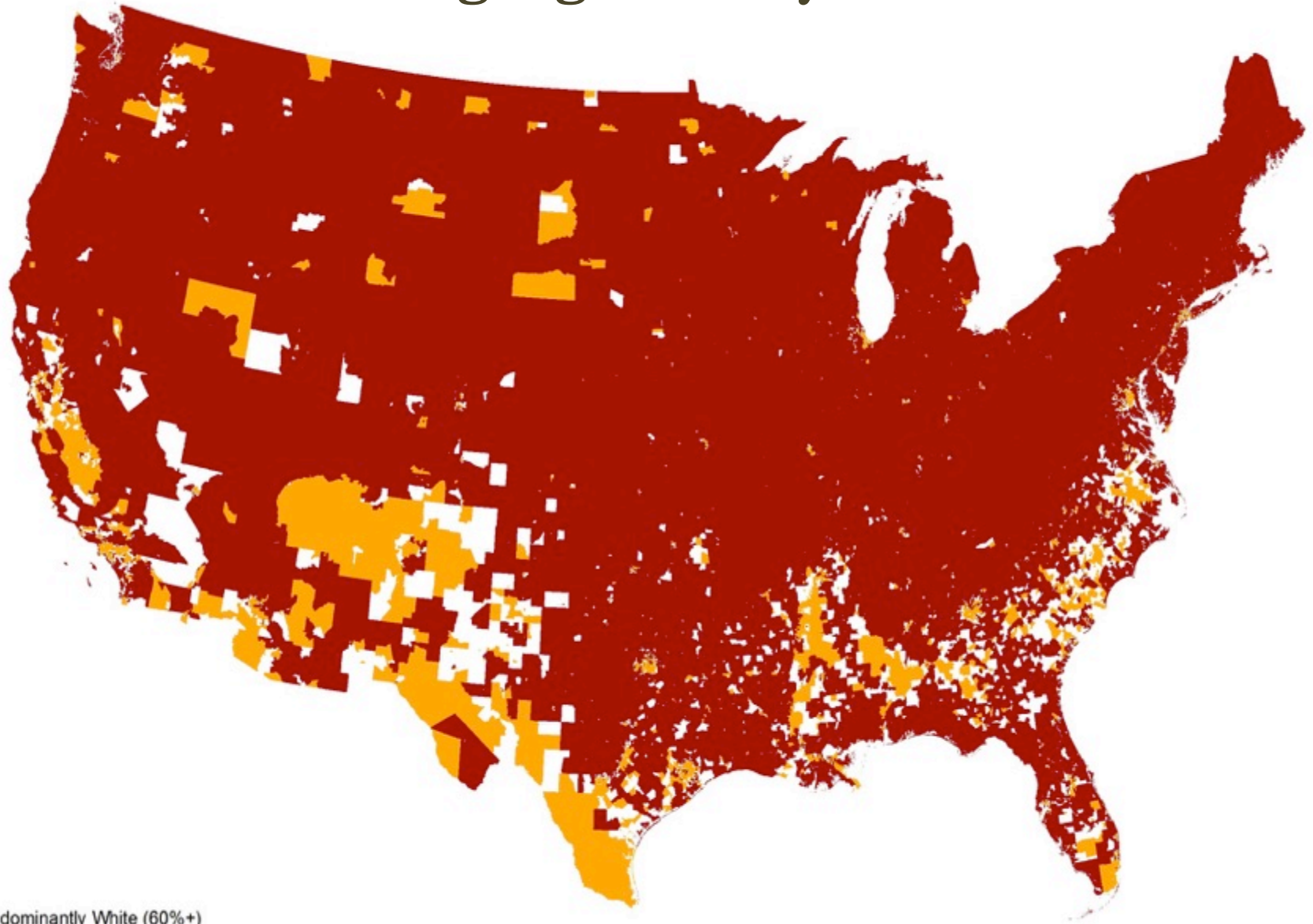


 Predominantly White (60%+)

Source: U.S. Decennial Census, 2010



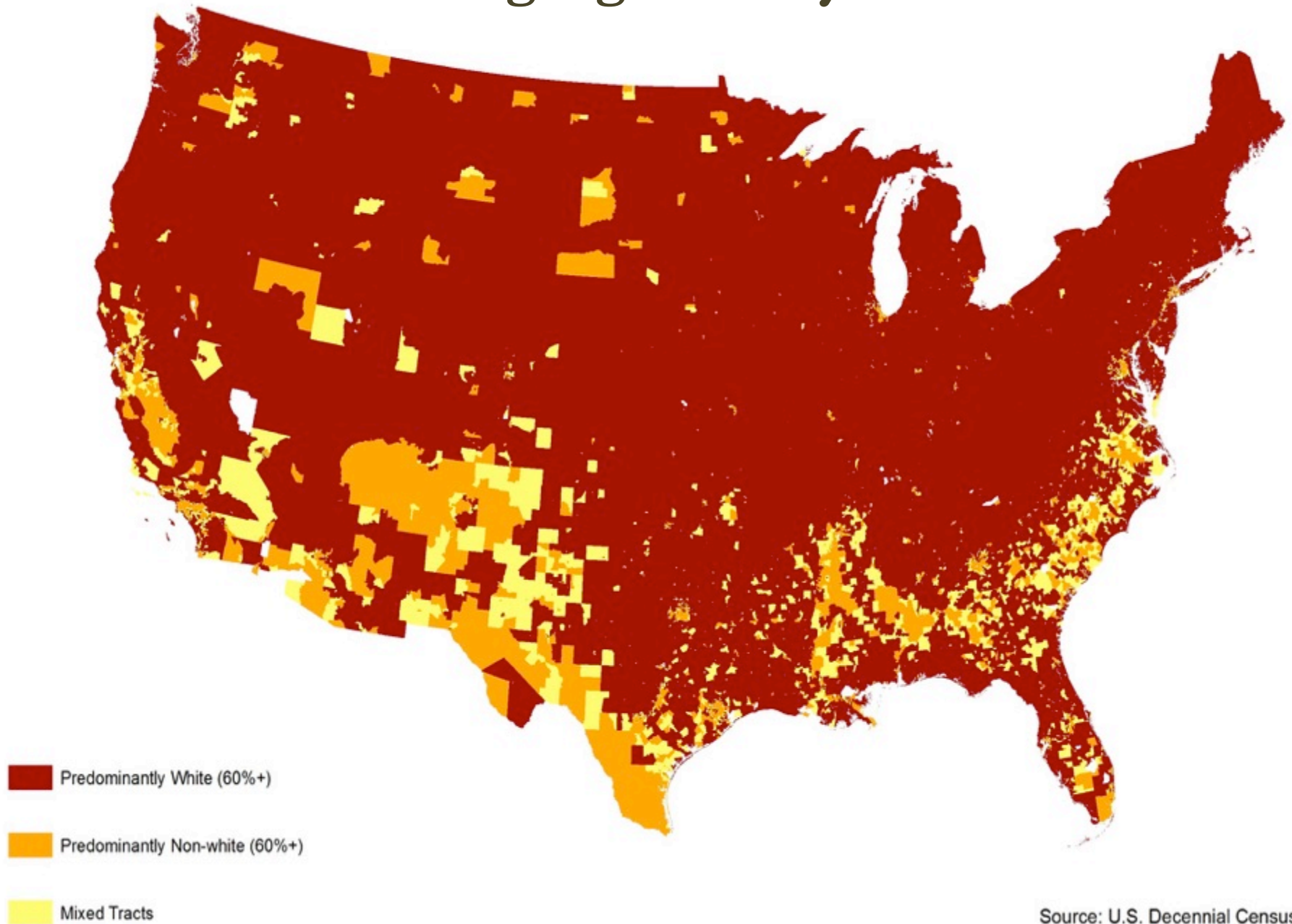
# U.S. Racial Segregation by Census Tract



Source: U.S. Decennial Census, 2010



# U.S. Racial Segregation by Census Tract



# U.S. School Age Poverty by Census Tract



 Census Tracts

Source: U.S. Decennial Census, 2010

# U.S. School Age Poverty by Census Tract

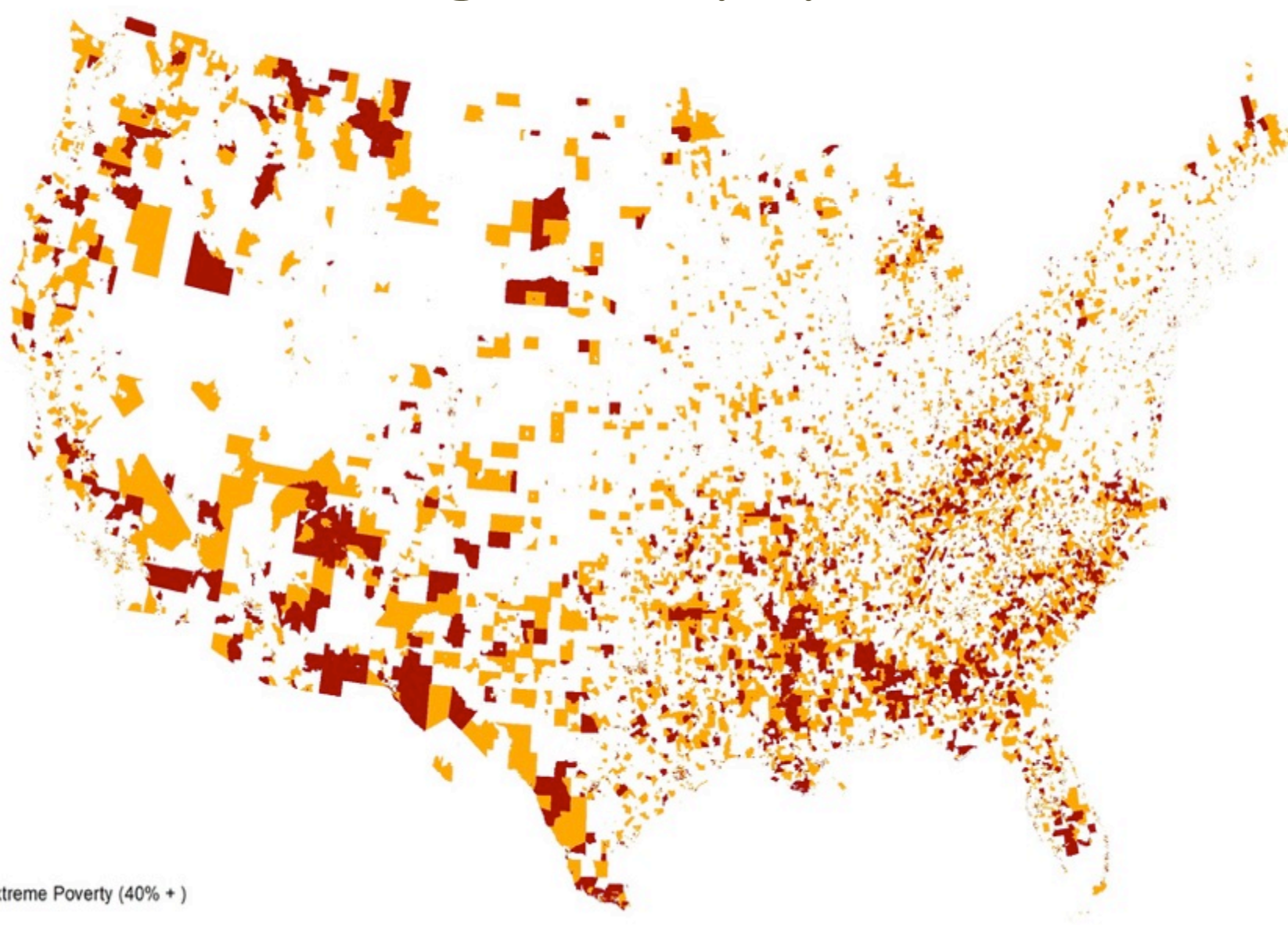


Extreme Poverty (40% + )

Source: U.S. Decennial Census, 2010



# U.S. School Age Poverty by Census Tract



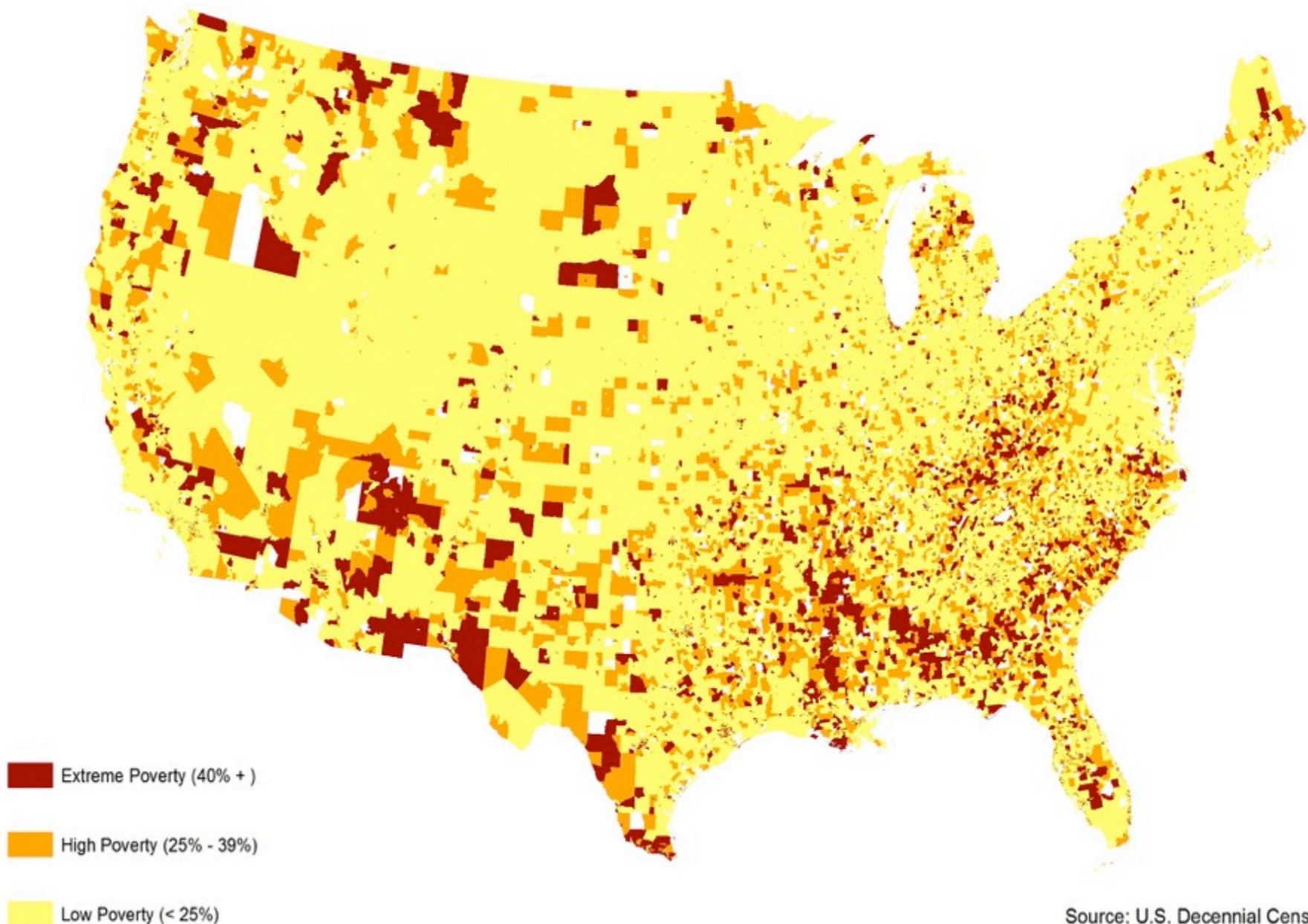
Extreme Poverty (40% + )

High Poverty (25% - 39%)

Source: U.S. Decennial Census, 2010

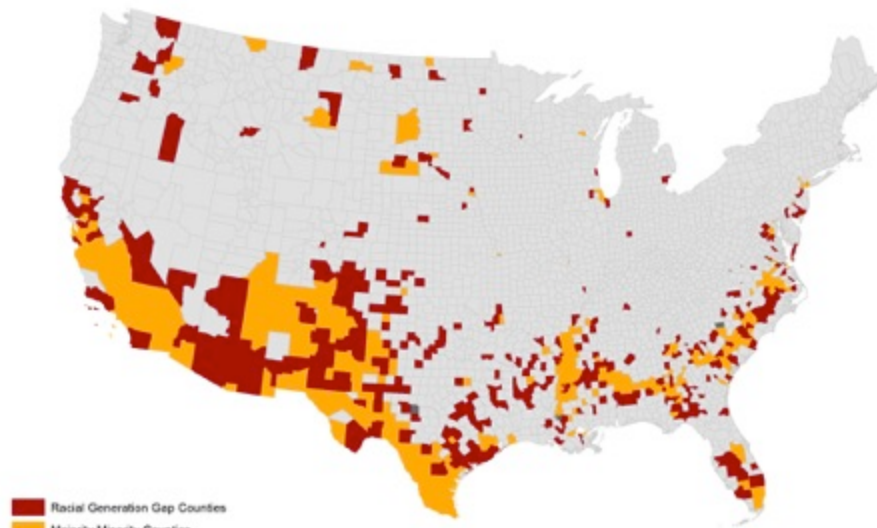


# U.S. School Age Poverty by Census Tract

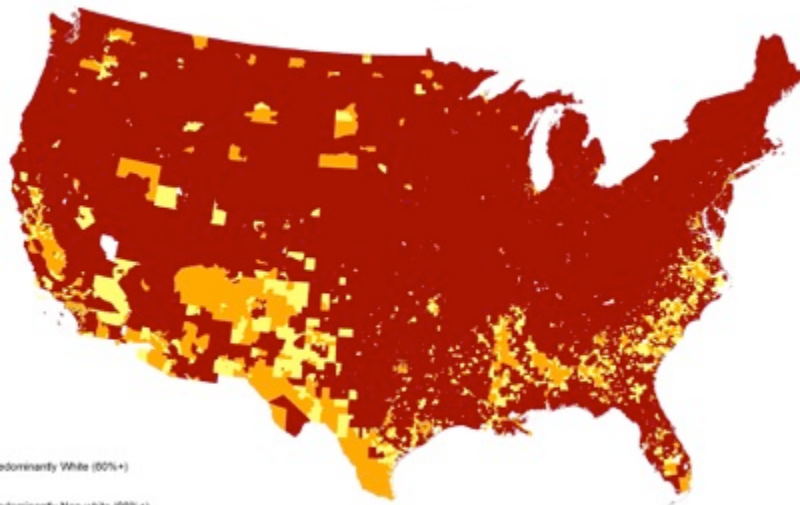


Source: U.S. Decennial Census, 2010

# The Triple Whammy of Geographic Disadvantage



Source: U.S. Decennial Census, 2010



Source: U.S. Decennial Census, 2010



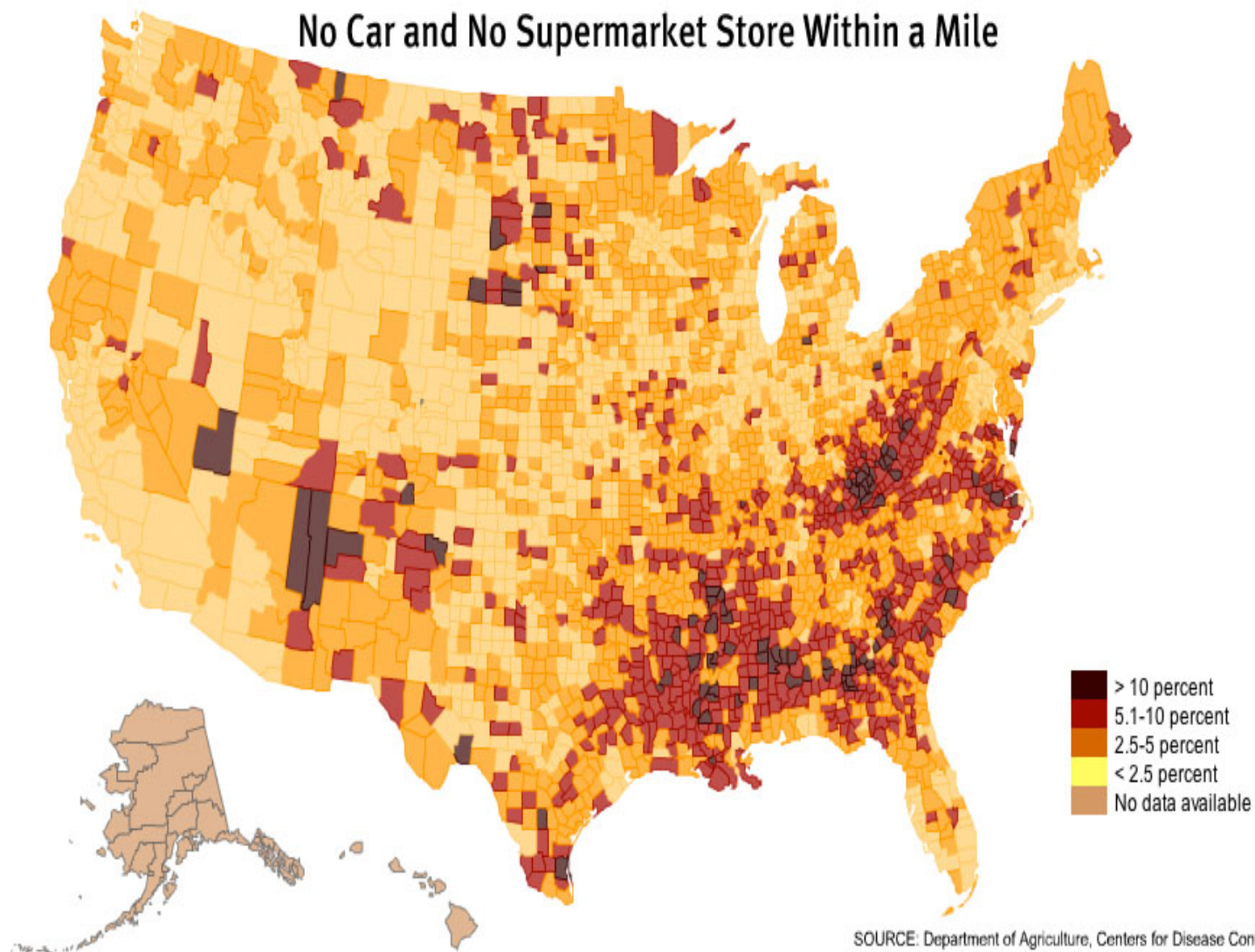
Source: U.S. Decennial Census, 2010

# Summary Indicators of Exposure

Level of Vulnerability	Number of Youth	Percent Non-White
Triple Whammy	9.8 million	93
Double Whammy	12.2 million	81
Single Whammy	20.0 million	39
No Whammy	32.1 million	24



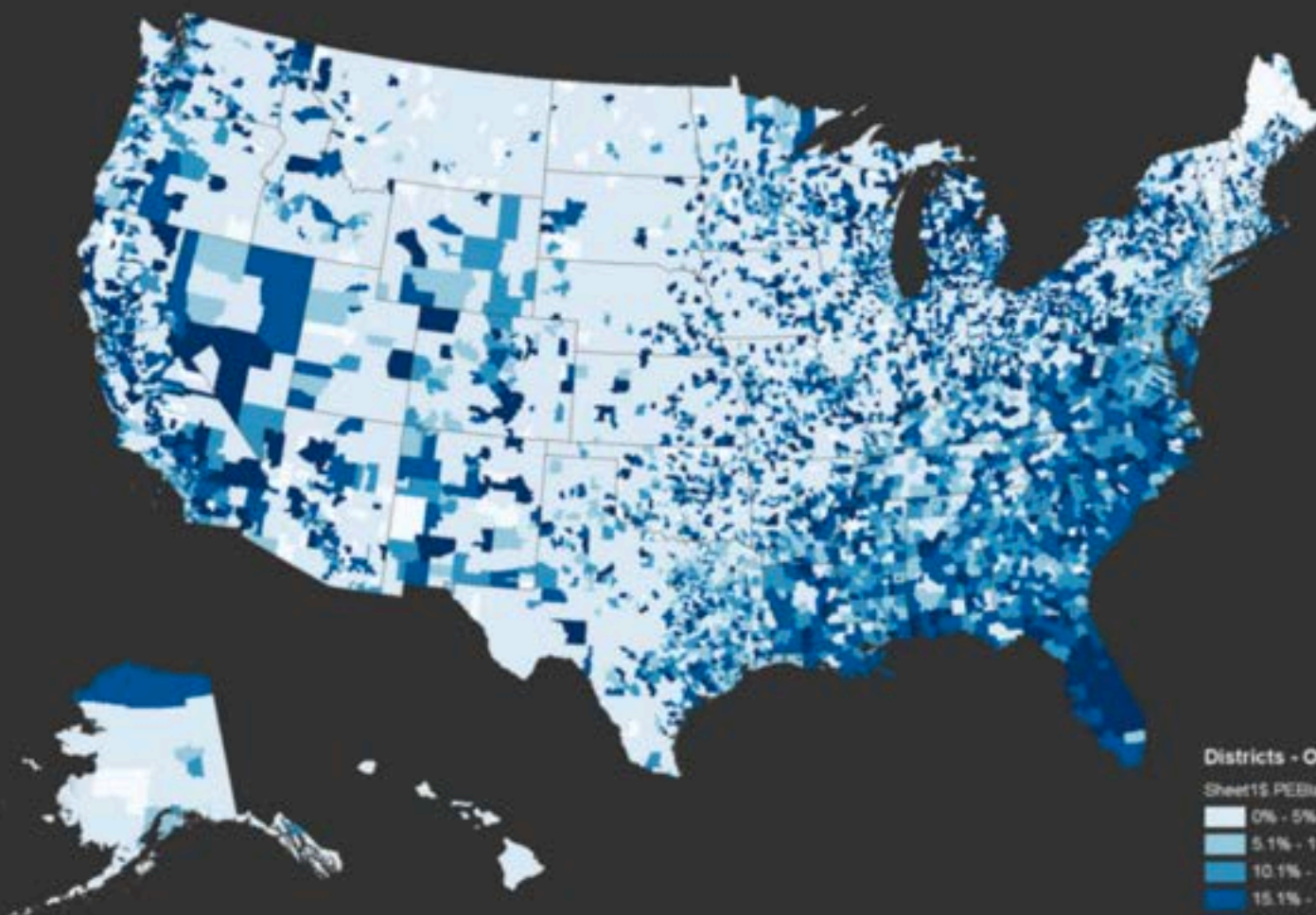
## No Car and No Supermarket Store Within a Mile



SOURCE: Department of Agriculture, Centers for Disease Control



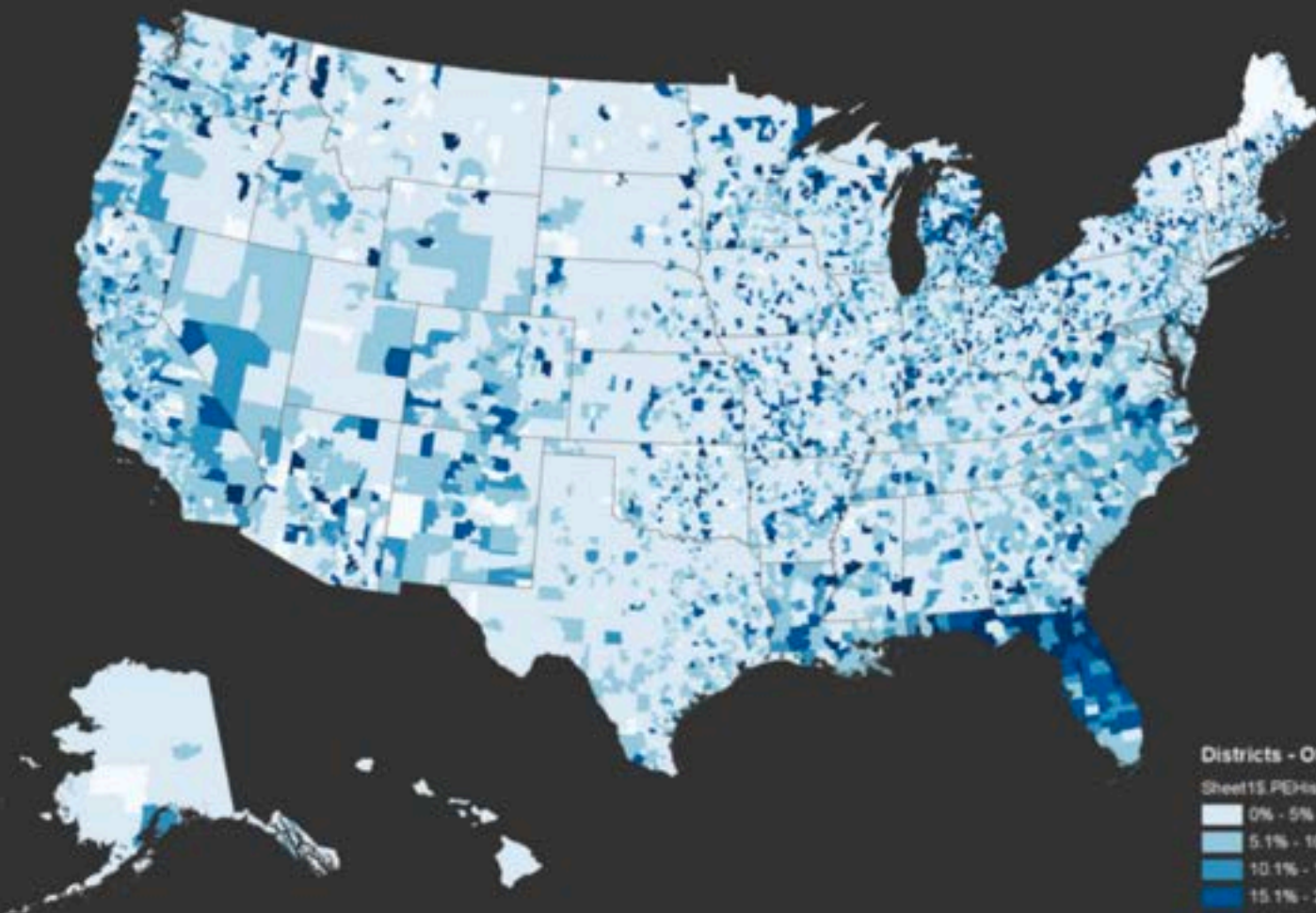
# Percent of Black Students who Have Received One or More Out of School Suspensions by District (2011-12)



Civil Rights Data Collection 2011-12  
District Geography: U.S. Census Bureau, School District Review Program, 2011

NOTE: For each school district, the percent of students receiving one or more out of school suspensions (OSS) is calculated by dividing the district's cumulative number of students receiving one or more out-of-school suspensions for the entire 2011-2012 school year, by the district's student enrollment based on a count of students taken on a single day between September 27 and December 31. Because race/ethnicity details on OSS are not available for students receiving services under 504, the OSS percentages reported for students with disabilities are restricted to data for students receiving services under IDEA.

# Percent of Hispanic Students who Have Received One or More Out of School Suspensions by District (2011-12)



## Districts - OSS

Sheet15: PEHisOSS

0% - 5%

5.1% - 10%

10.1% - 15%

15.1% - 25%

Greater than 25%

Null or Missing Data

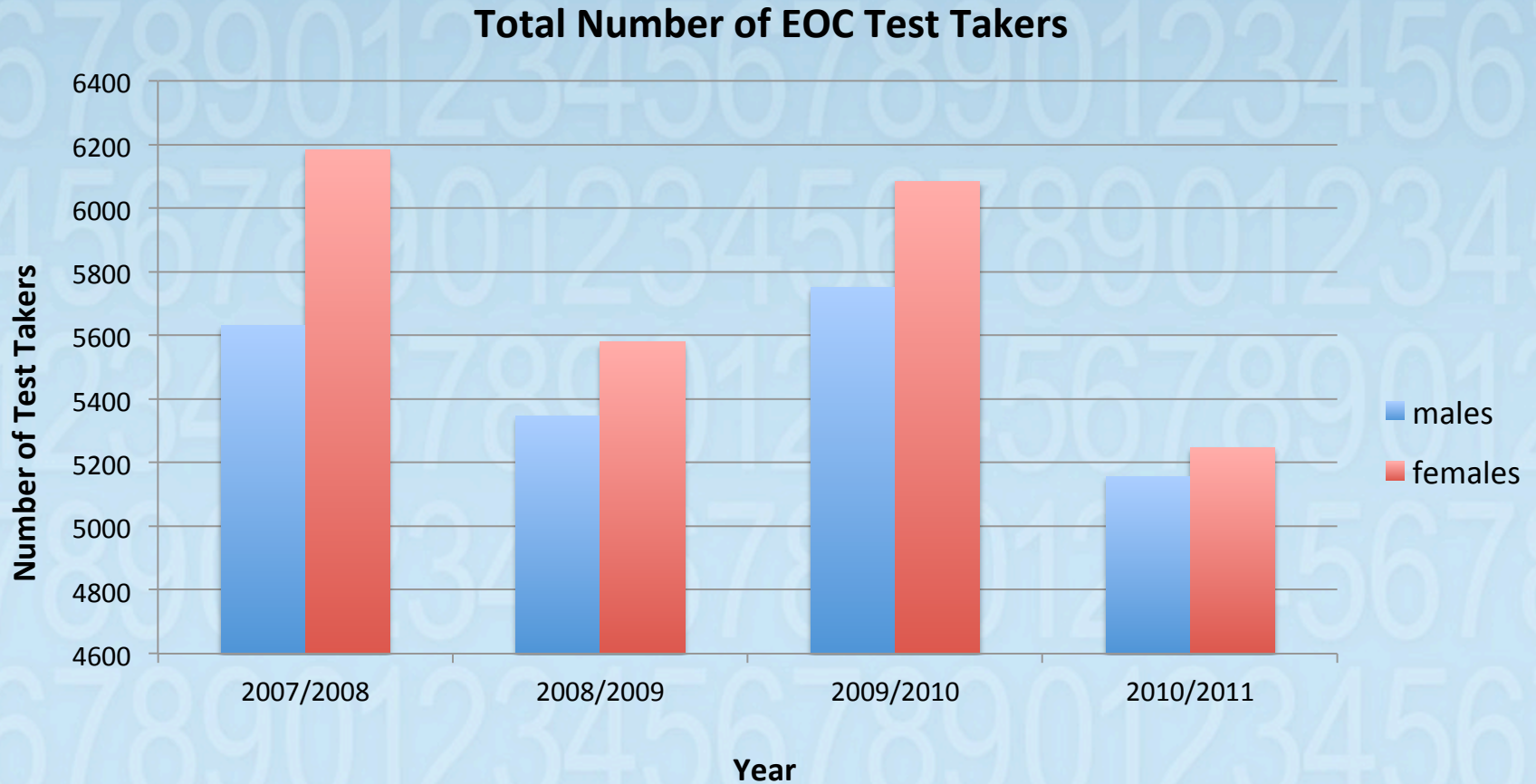
Civil Rights Data Collection 2011-12

District Geography: U.S. Census Bureau, School District Review Program, 2011

NOTE: For each school district, the percent of students receiving one or more out of school suspensions (OSS) is calculated by dividing the district's cumulative number of students receiving one or more out-of-school suspensions for the entire 2011-2012 school year, by the district's student enrollment based on a count of students taken on a single day between September 27 and December 31. Because race/ethnicity details on OSS are not available for students receiving services under 504, the OSS percentages reported for students with disabilities are restricted to data for students receiving services under IDEA.



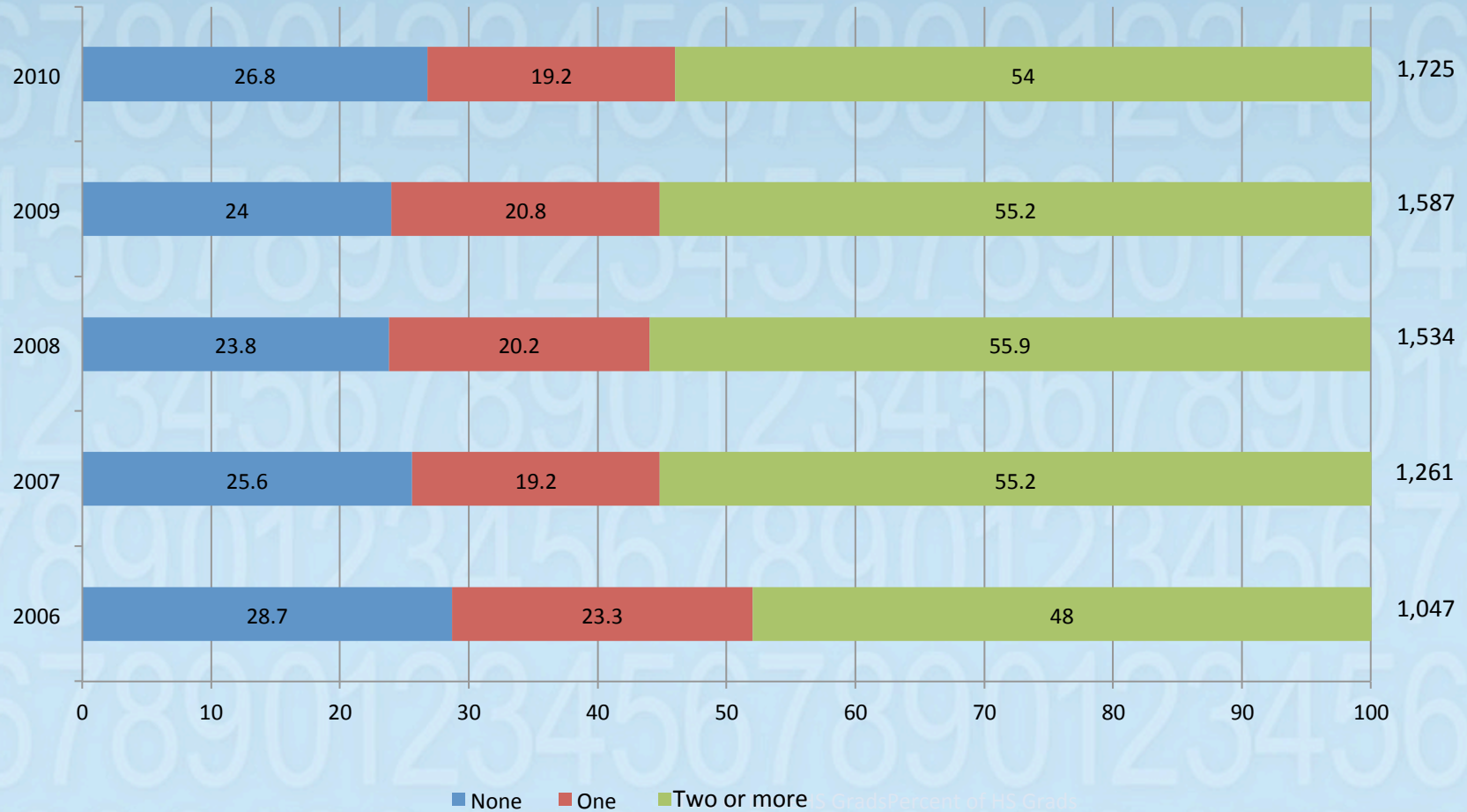
# Male-Female Presence Disparity



Graph shows total number of male and female students tested of 6 LEAs (Bertie, Bladen, Duplin, Halifax, Northampton, and Pamlico)



# Percent of High School Graduates Requiring Remedial Course Work



# **The Atlanta MSA Triple Whammy**

# Racial Typology of Atlanta MSA Counties

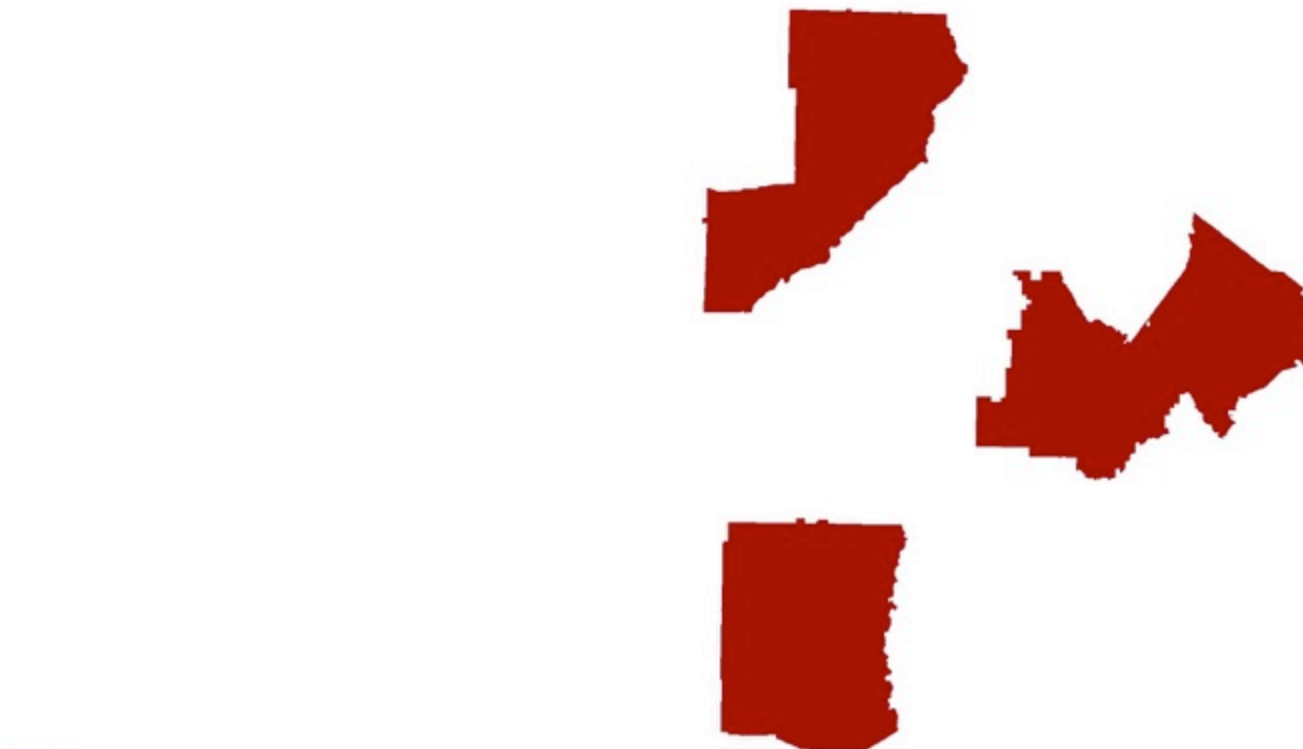


 Counties

Source: U.S. Decennial Census, 2010



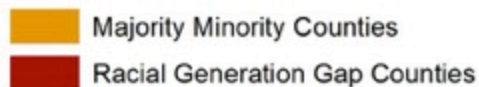
# Racial Typology of Atlanta MSA Counties



 Racial Generation Gap Counties

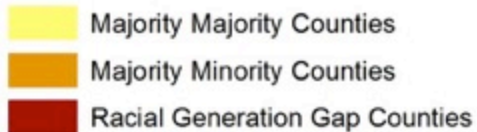
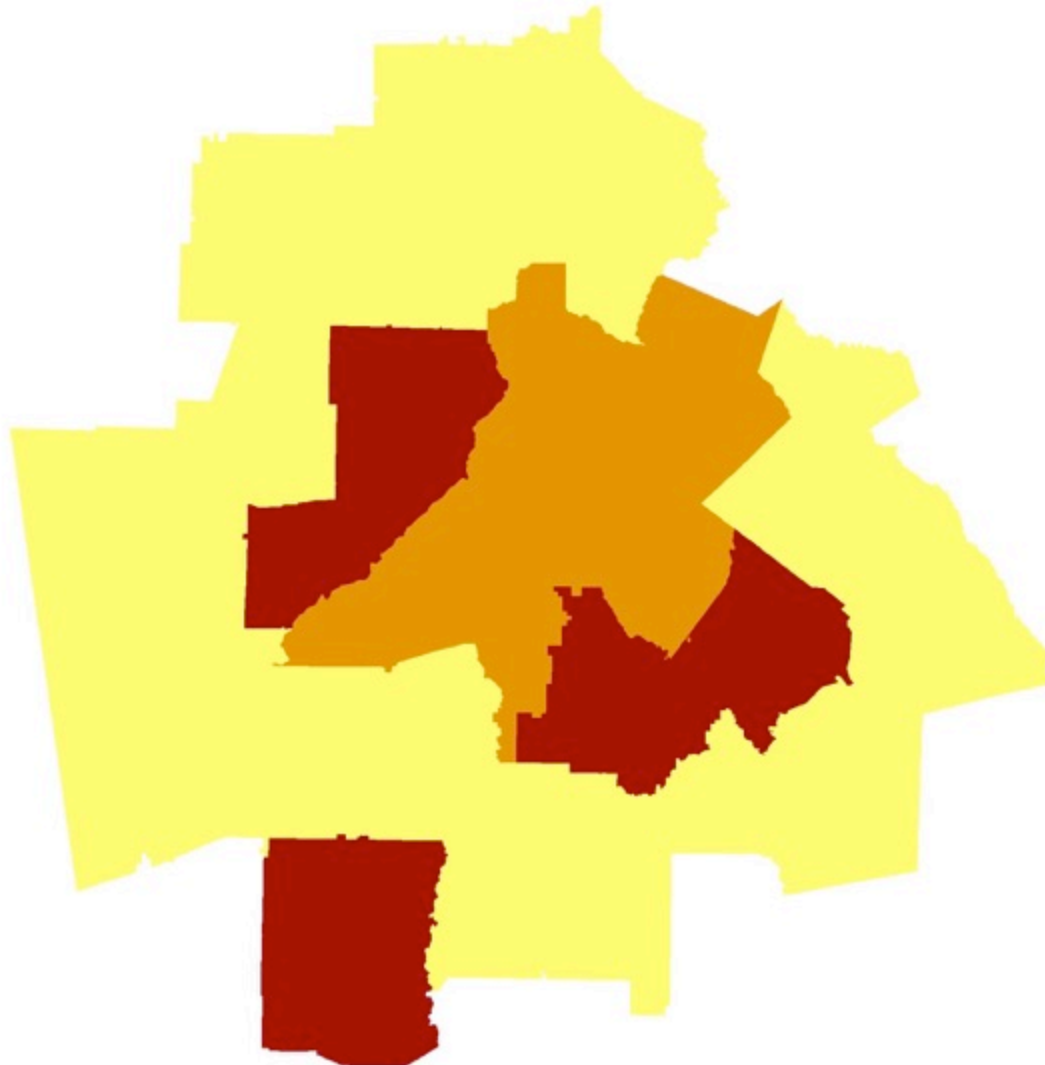
Source: U.S. Decennial Census, 2010

# Racial Typology of Atlanta MSA Counties



Source: U.S. Decennial Census, 2010

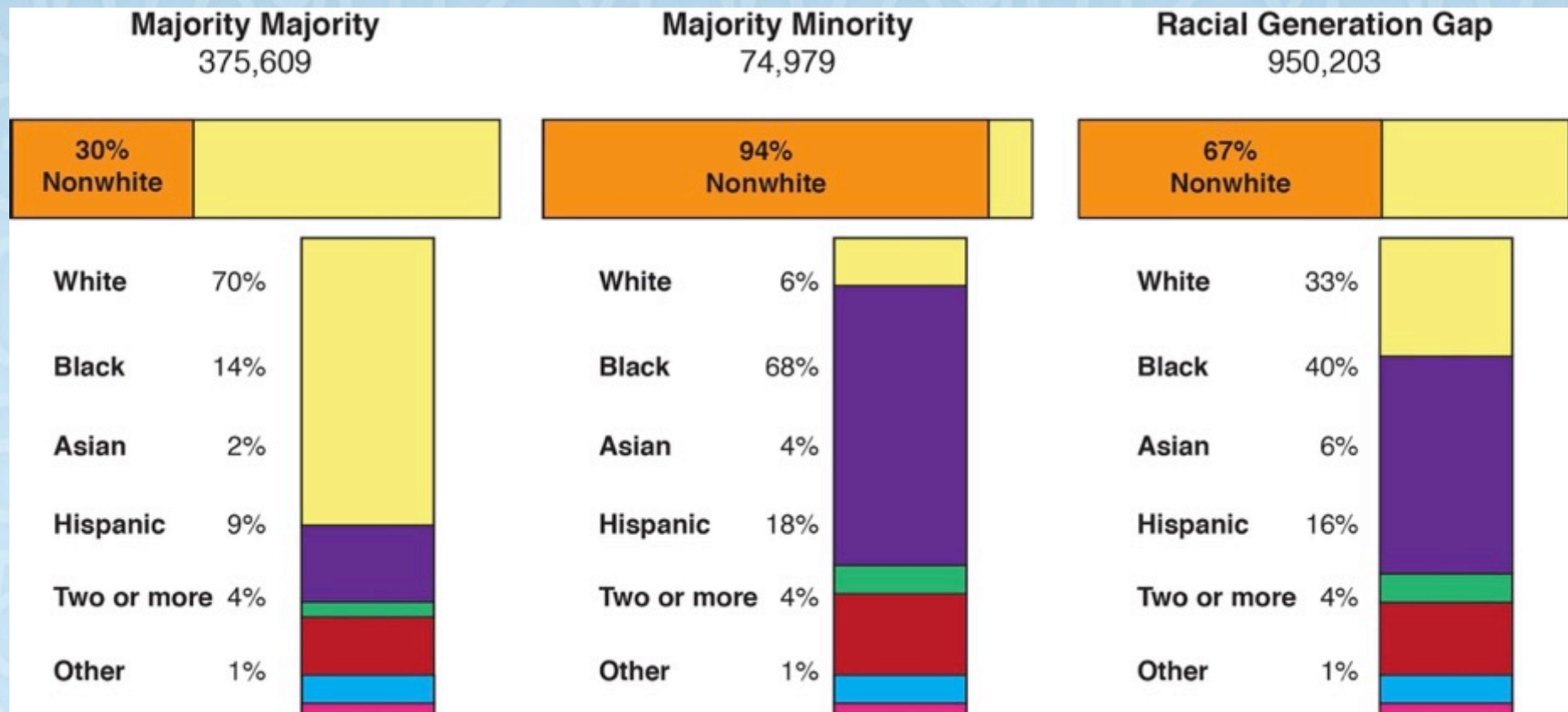
# Racial Typology of Atlanta MSA Counties



Source: U.S. Decennial Census, 2010



# Distribution of School Age Population by County Typology



# Atlanta MSA Segregation by Census Tract



 Census Tracts

Source: U.S. Decennial Census, 2010

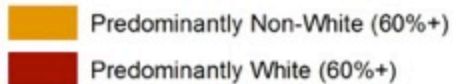
# Atlanta MSA Segregation by Census Tract



 Predominantly White (60%+)

Source: U.S. Decennial Census, 2010

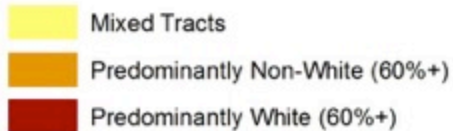
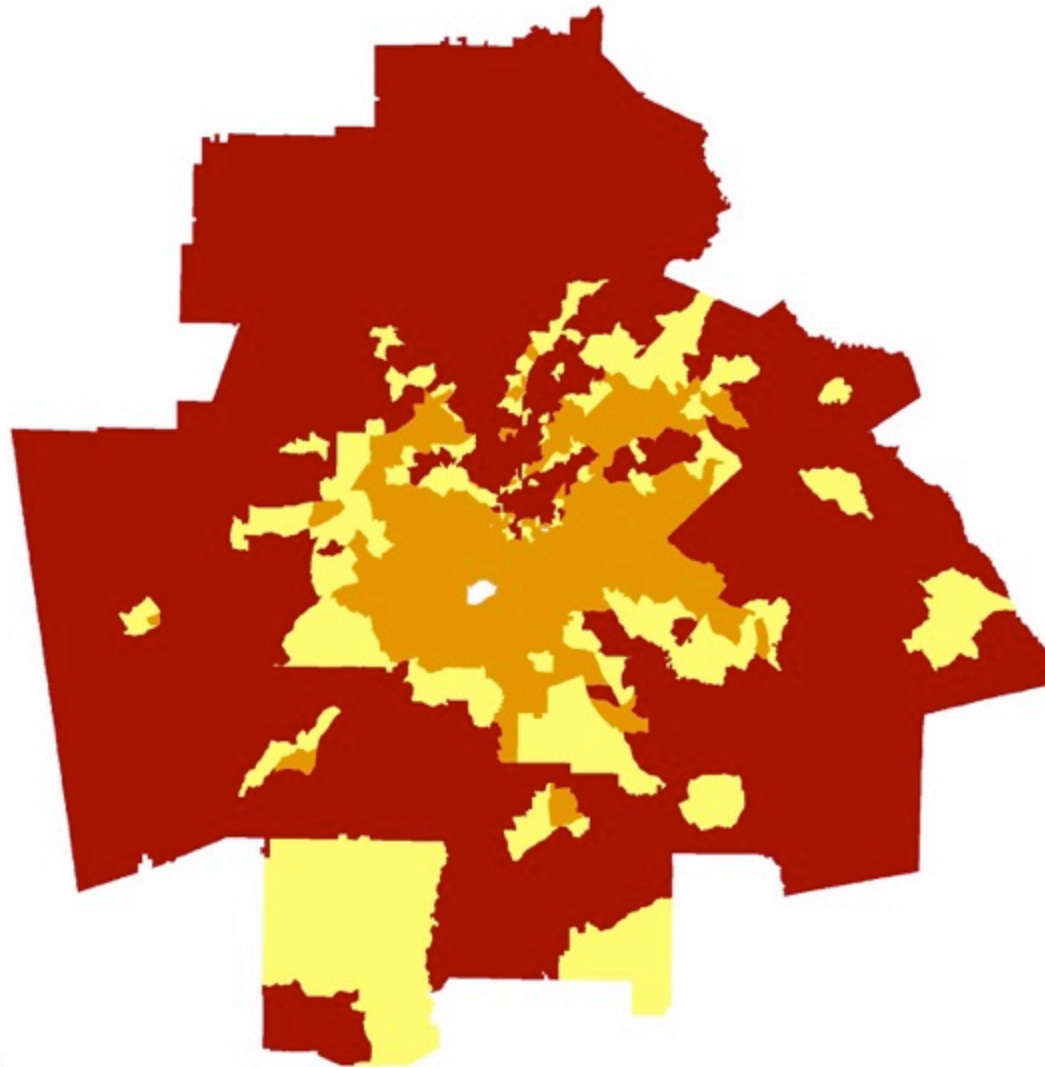
# Atlanta MSA Segregation by Census Tract



Source: U.S. Decennial Census, 2010

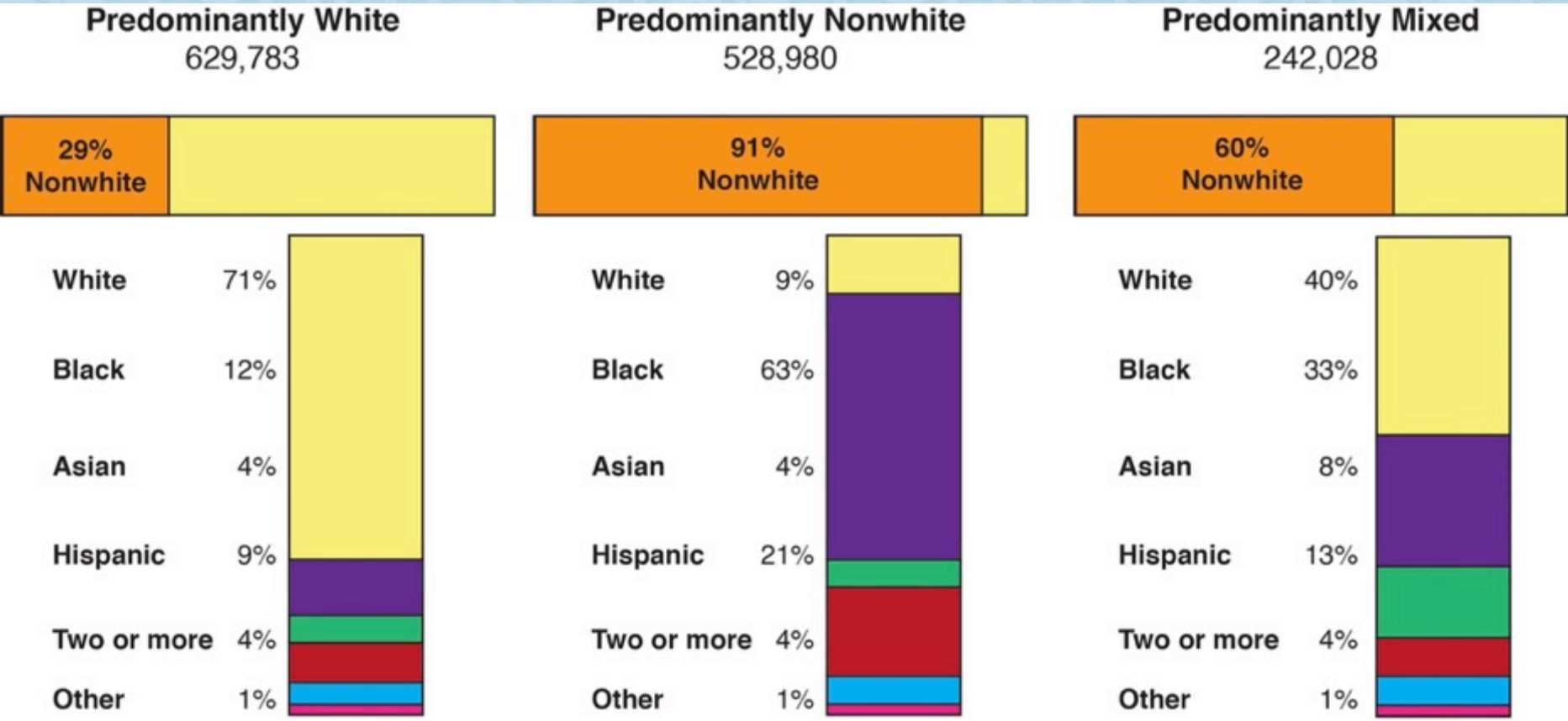


# Atlanta MSA Segregation by Census Tract

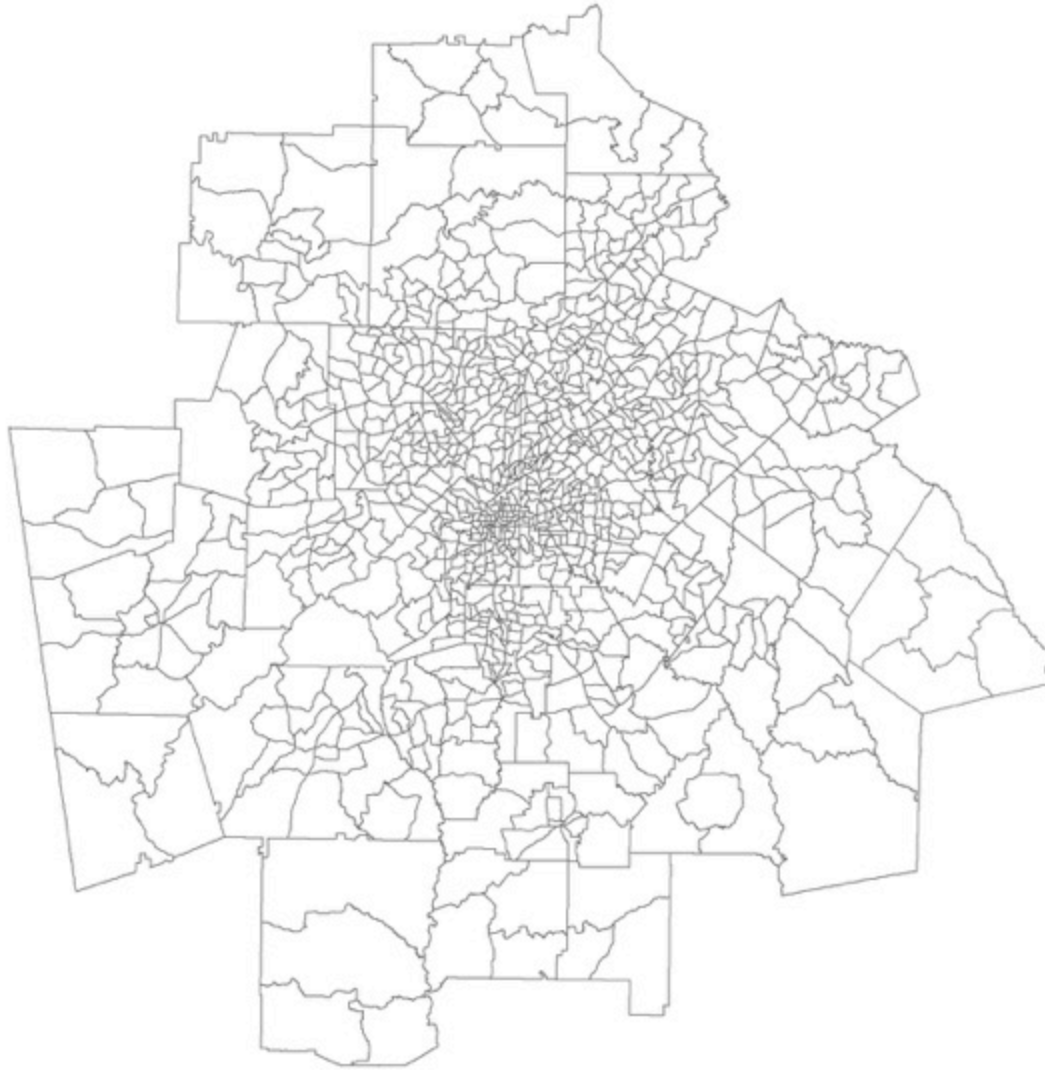


Source: U.S. Decennial Census, 2010

# Distribution of School Age Population by Race and Level of Neighborhood Segregation



# Atlanta MSA Poverty by Census Tract



 Census Tracts

Source: U.S. Decennial Census, 2010

# Atlanta MSA Poverty by Census Tract

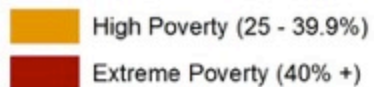


Extreme Poverty (40% +)

Source: U.S. Decennial Census, 2010

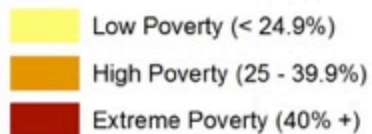
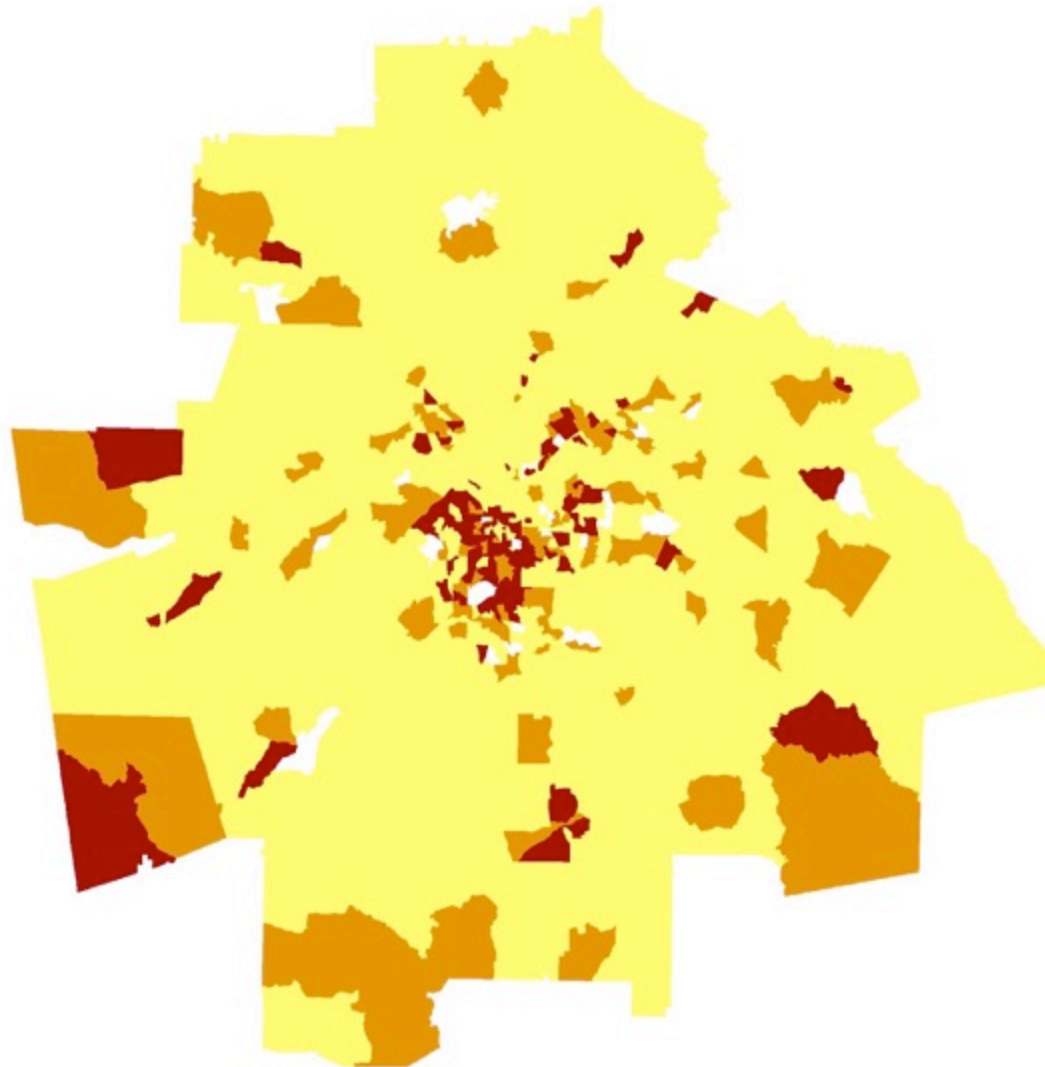


# Atlanta MSA Poverty by Census Tract



Source: U.S. Decennial Census, 2010

# Atlanta MSA Poverty by Census Tract



Source: U.S. Decennial Census, 2010

# Distribution of School Age Population by Race and Level of Neighborhood Poverty

## Low Poverty Areas

1,067,070

50%  
Nonwhite

White	50%
Black	29%
Asian	5%
Hispanic	12%
Two or more	4%
Other	1%

## High Poverty Areas

209,991

76%  
Nonwhite

White	24%
Black	50%
Asian	3%
Hispanic	19%
Two or more	4%
Other	1%

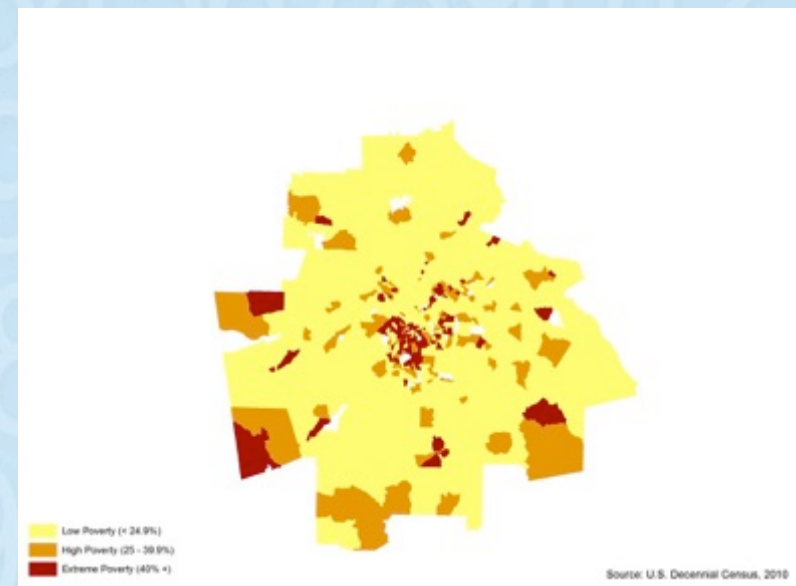
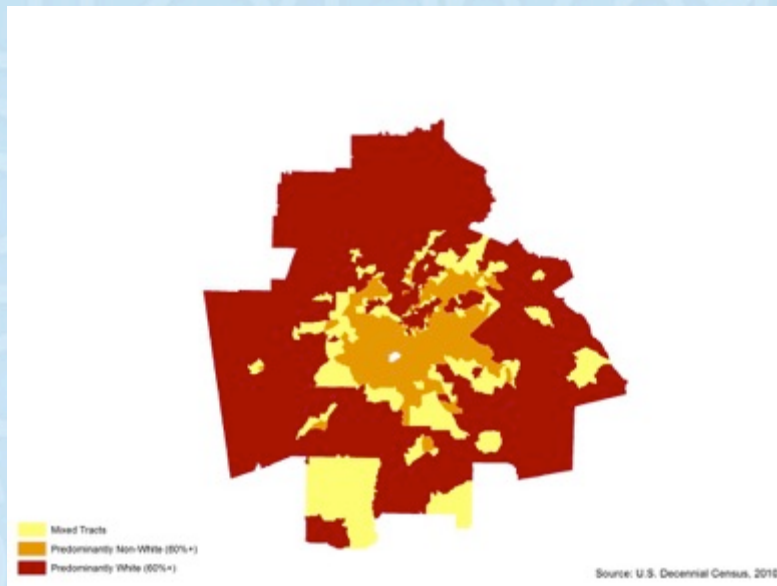
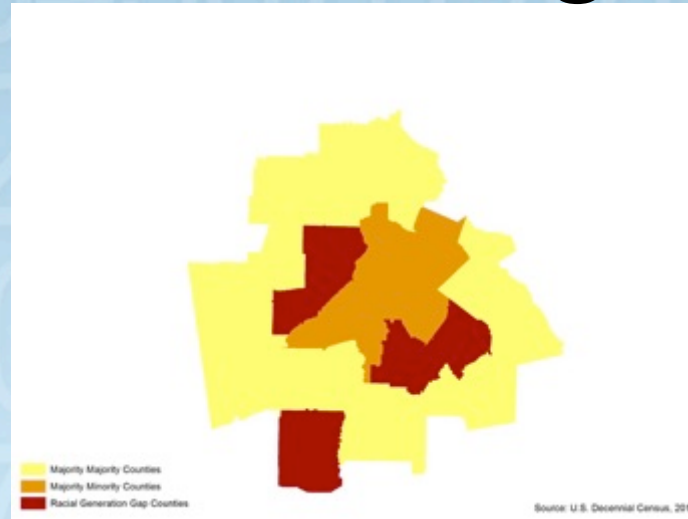
## Extreme Poverty Areas

123,730

89%  
Nonwhite

White	11%
Black	58%
Asian	3%
Hispanic	24%
Two or more	4%
Other	1%

# The Triple Whammy of Geographic Disadvantage





A photograph of four diverse students in a science classroom. They are all smiling and have their hands raised in the air. In front of them on a white table are four Erlenmeyer flasks containing liquids of different colors: orange, green, blue, and yellow. The background is a bright, slightly out-of-focus classroom setting.

**Education is Necessary**

**...BUT INSUFFICIENT**

# **BACHELOR'S DEGREE HOLDERS (UNDER AGE 25) WHO WERE JOBLESS OR UNDEREMPLOYED**

Year	Percent
2000	41.0
2011	53.6

# CHANGE IN INCIDENCE OF POVERTY BY EDUCATIONAL ATTAINMENT IN NC, 2005-2007, 2008-2010

<b>Educational Attainment</b>	<b>2005-2007</b>	<b>2008-2010</b>	<b>Percent Change</b>
Less than High School	253,304	276,757	9.3%
High School Graduate	216,667	234,371	8.2%
Some College, Associate Degree	136,185	186,834	37.2%
Bachelor's degree or higher	49,082	57,919	18.0%

Source: American Community Survey

# THE COMPETITIVE TOOL KIT

- Analytical Reasoning
- Entrepreneurial Acumen
- Contextual Intelligence
- Soft Skills/Cultural Elasticity
- Agility and Flexibility



# Implications for Workforce Planning and Development

- Manage the transition from the “graying” to the “browning” of America.
- Embrace immigrants.
- Address the “wayward sons” problem in U.S. education and labor markets.
- Become more actively involved in K-12 education as a form of enlightened self-interest .
- Establish stronger ties with business to ensure that students graduate with the requisite skills to add value and enhance U.S. competitiveness in an ever-changing global marketplace.
- Adopt the Iceberg Model of Diversity

# Iceberg Model of Diversity

## Visible Diversity Traits

*Race/Skin Color*

*Gender*

*Visible Disability*

*Age Group*

*Physical Attributes*

*Ethnicity*

*If all I  
know  
about you  
is what I  
can see...*



## Invisible Diversity Traits

Level in Organization   Culture   Marital Status   Values   Education   MBTI  
Religion/Religious Experiences   International Cultural Immersion  
Communication Style   Conflict Style   Beliefs   Teaching Style   Recreational Habits  
IQ   Learning Styles   Academic Discipline   Literacy   Sexual Orientation  
Personality Style   Orientation to Time   Family Relationships   Orientation to Tasks  
Physical Abilities/Qualities   EQ   Military Experience   Socioeconomic Status  
Geographic Background   Work Background   Smoker/Non-Smoker  
Parental Status   Native Born/Non-Native Born   Political Ideology   Thinking Style



# **Responding to the Crisis**

**Leveraging the Power of  
Collective Ambition!**

# Collective Ambition

- Supersedes individual goals and aspirations.
- Takes into account the key elements required to achieve and sustain excellence at the organizational & community levels.
- Provides a framework that paves the way for successful organizational & community change.



# **FOUNDATIONS OF COLLECTIVE AMBITION**

- Collaborative Engagement (glue)
- Disciplined Execution of Strategy  
(grease)

# **Collaborative Engagement**

- Making sure everybody is on the bus, in the right seat, headed in the right direction.
- Convincing aging empty nesters that they do have a dog in the K-12 education fight.

# **BUILDING COLLECTIVE AMBITION**





# The “Strategy” Challenge

- Most organizations are long on vision and mission and short on strategy—*the road map for change*.
- Explicit actions are required to achieve vision and mission.
- Key community stakeholders must understand their specific roles in strategy execution.
- Key targets & milestones must be established to assess progress toward vision and mission.
- Leaders must be vigilant in strategy execution and not hesitate to adjust strategy when necessary.
- Failure is an option.



# Postscript

- We must view solving The Triple Whammy of Geographic Disadvantage conundrum as a form of enlightened self-interest—a strategic imperative for our communities and our nation in the hyper-competitive global economy of the 21<sup>st</sup> century.

THE END



# **Supplemental Slides**



# **Type of Demographic Change by County in Atlanta MSA**



[illegible][illegible]

[illegible][illegible]

# Balanced Growth Counties, 2010-2013

County	Total Population Change	Natural Change	Net Migration
Dawson	347	287	36
Pickens	158	42	69
Barrow	2,086	1,902	160
Rockdale	1,704	1,397	292
Newton	2,488	1,861	623
Walton	1,986	1,131	889
Paulding	4,626	3,452	1,016
Dawson	347	287	36
Pickens	158	42	69

## Balanced Growth Counties, 2010-2013, Cont'd

County	Total Population Change	Natural Change	Net Migration
Douglas	4,064	2,943	1,018
Fayette	1,798	241	1,465
Henry	7,249	4,068	3,111
Coweta	5,863	2,595	3,239
Cherokee	10,760	5,187	5,585
Cobb	29,114	18,538	10,519
Forsyth	19,894	4,188	15,468
Gwinnett	53,980	25,880	27,695
Fulton	63,710	23,808	38,364



# Natural Growth Communities, 2010-2013

County	Total Population Change	Natural Change	Net Migration
Clayton	4,753	8,843	-4,189
DeKalb	21,450	22,047	-686
Bartow	1,116	1,439	-374
Carroll	1,740	1,898	-184

## Emptying Out Communities, 2010-2013

County	Total Population Change	Natural Change	Net Migration
Heard	-276	36	-309
Morgan	-87	98	-201
Haralson	-285	70	-368
Pike	-73	79	-174
Lamar	-358	24	-404
Butts	-294	188	-483
Jasper	-299	197	-518
Spalding	-244	552	-851

# Dying Communities, 2010-2013

County	Total Population Change	Natural Change	Net Migration
Meriwether	-760	-10	-751